Masters of Arts in Journalism & Mass Communication

Programme Code: **MAJMC**

Duration: 2 Years (Full Time)

Programme Structure and Syllabus
2024-2026

Birla School of Communication

Birla Global University

IDCO Plot - 2, Gothapatna, Bhubaneswar -751029, Odisha

1.1 Vision, Mission and Core Values of the University

Vision of the University

To create and disseminate knowledge in global context while pursuing Excellence, Innovations and Inclusiveness.

Mission of the University

- To globalize through international collaborations and exchange of students and faculty.
- To strive for excellence in teaching and research.
- To continuously innovate pedagogy and course content.
- To encourage diversity and inclusiveness.

Core Values

- **HONESTY AND INTEGRITY** – We believe in being truthful and adhering to the highest ethical standards in personal and professional conduct.

- **EMPATHY** – We recognize the needs of human development and respect diverse social, cultural and economic perspectives.

- **TRANSPARENCY** – We believe in openness and assume responsibility as well as accountability in all our dealings and actions.

- **FREEDOM** – We value the freedom of thought and expression to develop one's creativity and innovation in pursuit of academic excellence.

- **RESPECT** – We foster a culture of respecting self and others.

- **COLLABORATION** – We encourage teamwork and partnership in all endeavours for knowledge creation, acquisition and dissemination.

1.2 Vision and Mission of the School

Vision of the School

To become a globally recognized centre of higher learning in media & communication studies with an inclusive approach to disseminate knowledge, excellence, innovation, and research in order to address society's challenges.

Mission of the School

M1. To provide comprehensive knowledge in media studies & communication through problem solving and analytical approach using innovative pedagogy.

M2. To promote global excellence in teaching and learning, interdisciplinary research, innovation and entrepreneurship to provide sustainable solutions for the upcoming challenges of the society.

M3. To facilitate and promote industry-academia collaboration in order to improve skills and employability.

M4. To instill core values, ethics, lifelong learning, professional and social responsibilities towards providing solutions for an inclusive global society.

About the Programme

Name of the Programme: Master of Arts in Journalism and Mass Communication

Duration of Programme: Two Years (Four Semesters) Full Time Programme.

Eligibility: Graduate with in any stream.

1.3 Programme Educational Objectives (PEO)

1.3.1 Programme Educational Objectives of MAJMC

PEO-1: The graduates will establish themselves as successful global professionals by practicing cutting edge knowledge and analytical skills gained in the field of Journalism and Mass Communication.

PEO-2: The graduates will provide sustainable and alternative communication tools for better dissemination of information through the interdisciplinary research, innovation and entrepreneurship.

PEO-3: The graduates will become employable with required skills for different segments of media industry as a result of industry-academia collaborations.

PEO-4: The graduates will practice moral values, professional ethics and social responsibilities while performing their duties to address global communication gap & inequalities.

1.3.2 Mapping of PEOs with School Mission Statements				
PEO Statements	**School Mission 1**	**School Mission 2**	**School Mission 3**	**School Mission 4**
PEO1	3	3	2	2
PEO2	2	3	2	3
PEO3	3	2	3	2
PEO4	2	2	3	3

Correlation level 1, 2 and 3 as defined below:
"1" – Slight (Low)
"2" – Moderate (Medium)
"3" – Substantial (High)
"-" – No correlation

1.3.3 Programme Outcomes (POs)

Students of all postgraduate degree programmes at the time of graduation will be able to:

POs		
PO1	**Critical Thinking**	Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.
PO2	**Effective Communication**	Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
PO3	**Social Interaction**	Elicit views of others, mediate disagreements and help reach conclusions in group settings.
PO4	**Effective Citizenship**	Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.
PO5	**Ethics**	Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.
PO6	**Environment and Sustainability**:	Understand the issues of environmental contexts and sustainable development.
PO7	**Self-directed and Life-long Learning**	Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.
PSO1		Understand the nature and concept of modern media landscape and acquire knowledge about tools and technologies appropriate for the profession.
PSO2		Create, select and apply appropriate tools, techniques, resources to solve real-life problem and produce a portfolio of work that demonstrates their competence in the craft of Journalism, PR and Advertising.
PSO3		Develop contemporary skills including digital skills for creating compelling content and develop a strong foundation of accurate storytelling through multiple media formats.
PSO4		Understand contemporary issues, latest trends in journalism and mass communication and gain technological competency to disseminate news and synthesize information to respond immediately to real world information challenges including industrial, environmental and societal problems.

1.3.4 Mapping of Program Outcome Vs Program Educational Objectives

Mapping	PEO1	PEO2	PEO3	PEO4
PO1	3	3	2	1
PO2	3	3	2	1
PO3	2	2	3	3
PO4	1	2	2	3
PO5	2	1	2	3
PO6	2	3	2	1
PO7	2	3	3	3
PSO1	3	3	3	2
PSO2	3	3	3	2
PSO3	2	3	3	2
PSO4	3	3	2	2

Correlation level defined below:
"1" – Slight (Low)
"2" – Moderate (Medium)
"3" – Substantial (High)
"-" – No correlation

1.3.5 Program Outcome Vs Courses Mapping Table

Course Code	Course Name	COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
MJMCMCT01	Mass Communication: Concepts & Theories	CO1	3	3	3	3	3	2	3	3	1	1	1
		CO2	3	3	3	3	2	2	2	3	2	2	2
		CO3	3	3	2	2	2	3	2	2	2	2	2
		CO4	3	2	2	2	2	2	2	2	2	2	2
		CO5	2	2	2	2	3	2	2	2	2	2	2
		Average	**2.8**	**2.6**	**2.4**	**2.4**	**2.2**	**2.2**	**2.2**	**2.4**	**2.2**	**2.2**	**2.2**
MJMCRPM02	Reporting, Editing & Production-Print Media	CO1	2	3	3	1	2	1	2	3	2	2	3
		CO2	2	3	2	1	2	1	3	2	2	3	2
		CO3	2	3	3	1	2	1	2	3	2	2	3
		CO4	2	3	3	2	2	2	3	2	2	3	3
		CO5	2	3	3	1	2	1	2	3	2	2	3
		Average	**2**	**3**	**2.8**	**1.2**	**2**	**1.2**	**2.4**	**2.3**	**2**	**2.4**	**2.8**
MJMCAVM03	Reporting, Editing & Production- Audio-Visual Media	CO1	2	3	3	2	3	1	3	3	3	3	3
		CO2	3	3	2	3	3	1	3	2	3	2	3
		CO3	2	3	3	2	3	1	3	3	3	3	3
		CO4	2	3	3	2	3	1	3	3	3	3	3
		CO5	3	3	3	3	3	1	3	3	3	2	3
		Average	**2.4**	**3**	**2.8**	**2.4**	**3**	**1**	**3**	**2.8**	**3**	**2.6**	**3**
MJMCIAD04	Introduction to Advertising	CO1	3	3	1	1	2	2	3	3	3	3	2
		CO2	3	3	1	1	2	1	3	3	3	3	2
		CO3	3	3	2	1	2	1	3	3	3	3	2
		CO4	3	3	1	1	3	1	3	3	3	3	2
		CO5	3	3	1	1	2	1	3	3	3	3	2
		Average	**3**	**3**	**1.2**	**1**	**2.2**	**1.2**	**3**	**3**	**3**	**3**	**2**
MJMCFTP05	Film Theory & Practice	CO1	1	1	2	-	-	-	1	2	2	2	2
		CO2	3	3	3	3	2	-	2	2	3	1	1
		CO3	1	2	2	-	2	-	3	3	3	3	3
		CO4	2	2	3	3	3	2	3	2	3	2	3
		CO5	3	3	2	1	1	-	2	2	3	2	3
		Average	**2**	**2.2**	**2.2**	**1.4**	**1.6**	**0.4**	**2.2**	**2.2**	**2.8**	**2**	**2.4**
MJMCMLF06	Media Literacy & Fact Checking	CO1	3	2	2	2	2	1	3	3	3	2	2
		CO2	3	1	1	2	2	1	3	3	3	2	2
		CO3	3	2	1	1	2	1	3	3	3	2	2
		CO4	3	2	1	1	2	1	3	3	3	2	2
		CO5	3	2	1	1	3	1	3	3	3	2	2
		Average	**3**	**1.8**	**1.2**	**1.4**	**2.2**	**1**	**3**	**3**	**3**	**2**	**2**

MJMCPPJ07	Photography & Visual Storytelling	CO1	2	3	3	2	1	2	3	3	2	2	2
		CO2	2	3	3	1	2	1	2	2	3	3	3
		CO3	3	2	2	2	2	1	2	3	2	2	3
		CO4	2	3	3	3	2	2	2	2	3	2	3
		CO5	2	3	2	2	2	2	3	2	3	3	3
		Average	**2.8**	**2.8**	**2.6**	**2.0**	**1.8**	**1.6**	**2.4**	**2.4**	**2.6**	**2.4**	**2.8**
MJMCDIJ08	Digital Journalism	CO1	2	1	1	2	2	1	2	3	2	2	3
		CO2	3	3	2	3	3	2	3	3	3	3	3
		CO3	3	2	3	3	3	2	3	2	3	3	3
		CO4	3	3	3	2	2	1	3	3	3	3	3
		CO5	3	2	2	3	2	1	3	3	3	2	3
		Average	**2.8**	**2.2**	**2.2**	**2.6**	**2.4**	**1.4**	**2.8**	**2.8**	**2.8**	**2.6**	**3**
MJMCSPR09	Strategic Communication & Public Relations	CO1	3	3	2	2	3	1	3	3	3	2	2
		CO2	3	3	2	1	2	1	3	3	3	3	3
		CO3	3	3	2	1	2	1	3	3	3	3	3
		CO4	3	3	2	1	2	1	3	3	3	3	2
		CO5	3	2	2	2	3	2	3	3	3	2	3
		Average	**3**	**2.8**	**2**	**1.4**	**2.4**	**1.2**	**3**	**3**	**3**	**2.6**	**2.6**
MJMCMOJ17	Mobile Journalism	CO1	2	3	2	3	3	2	3	3	2	2	3
		CO2	3	2	2	2	3	2	3	3	3	2	3
		CO3	2	3	2	3	3	2	3	2	3	2	3
		CO4	3	2	2	2	3	2	3	3	2	2	3
		CO5	3	2	3	3	3	2	3	2	2	2	3
		Average	**2.6**	**2.4**	**2.2**	**2.6**	**3**	**2**	**3**	**2.4**	**2.4**	**2**	**3**
MJMCBLE11	Media Business, Laws & Ethics	CO1	3	2	2	2	3	2	3	2	2	2	3
		CO2	2	2	2	2	3	2	2	2	2	2	2
		CO3	2	2	2	2	3	3	3	2	3	2	2
		CO4	2	2	2	2	3	3	3	2	3	2	2
		CO5	3	2	3	3	3	1	2	2	2	3	2
		Average	**2.4**	**2**	**2.2**	**2.2**	**3**	**2.2**	**2.6**	**2**	**2.4**	**2.2**	**2.2**
MJMCIMC12	Integrated Marketing Communication	CO1	3	3	3	3	3	3	3	3	3	3	3
		CO2	3	3	3	3	3	2	3	3	3	2	1
		CO3	3	3	1	1	3	1	3	3	1	1	3
		CO4	3	3	3	3	3	1	3	3	2	1	3
		CO5	3	2	3	3	3	2	3	2	3	3	2
		Average	**3**	**2.8**	**2.6**	**2.6**	**3**	**1.8**	**3**	**2.8**	**2.4**	**2.0**	**2.4**
MJMCEMN13	Event Management	CO1	3	2	2	1	2	2	3	3	3	2	2
		CO2	3	2	2	1	2	2	3	3	3	2	2

		CO3	2	2	2	1	2	1	3	3	3	3	2
		CO4	2	2	1	1	2	1	3	3	3	2	2
		CO5	3	2	2	1	2	2	3	3	3	3	2
		Average	**2.6**	**2**	**1.8**	**1**	**2**	**1.6**	**3**	**3**	**3**	**2.4**	**2**
MJMCSWR05	Screen Writing	CO1	2	3	3	2	1	2	3	3	2	2	2
		CO2	2	3	3	1	2	1	2	2	3	3	3
		CO3	3	2	2	2	2	1	2	3	2	2	3
		CO4	2	3	3	3	2	2	2	2	3	2	3
		CO5	2	3	2	2	2	2	3	2	3	3	3
		Average	2.8	2.8	2.6	2.0	1.8	1.6	2.4	2.4	2.6	2.4	2.8
MJMCMMR15	Research Methodology	CO1	3	3	1	1	3	1	3	3	1	1	3
		CO2	3	3	3	3	3	2	3	3	3	2	1
		CO3	3	3	1	1	3	1	3	3	1	1	3
		CO4	3	3	3	3	3	1	3	3	2	1	3
		CO5	3	2	3	3	3	2	3	2	3	3	2
		Average	**3**	**2.8**	**2.2**	**2.2**	**3**	**1.4**	**3**	**2.8**	**2**	**1.6**	**2.4**
MJMCINT16	Internship	CO1	3	3	1	1	3	1	3	3	1	1	3
		CO2	3	3	3	3	3	2	3	3	3	2	1
		CO3	3	3	1	1	3	1	3	3	1	1	3
		CO4	3	3	3	3	3	1	3	3	2	1	3
		CO5	3	2	3	3	3	2	3	2	3	3	2
		Average	**3**	**2.8**	**2.2**	**2.2**	**3**	**1.4**	**3**	**2.8**	**2**	**1.6**	**2.4**
MJMCDFM10	Digital Film Making	CO1	3	3	3	2	2	2	3	3	2	3	2
		CO2	3	3	3	2	3	1	2	2	3	2	3
		CO3	3	2	2	2	2	2	2	3	2	3	2
		CO4	2	3	3	3	2	3	2	3	3	2	3
		CO5	2	3	3	2	2	2	3	2	3	3	3
		Average	**2.6**	**2.8**	**2.8**	**2.2**	**2.2**	**2.0**	**2.4**	**2.6**	**2.6**	**2.6**	**2.6**
MJMCPCM35	Political Communication	CO1	1	2	3	3	-	-	1	1	2	1	3
		CO2	2	3	3	2	2	-	2	2	3	2	3
		CO3	3	3	3	1	3	1	2	2	3	3	2
		CO4	3	3	2	2	3	1	2	3	3	2	2
		CO5	3	2	3	2	3	1	2	2	2	3	3
		Average	**2.4**	**2.6**	**2.8**	**2**	**2.2**	**0.6**	**1.8**	**2**	**2.6**	**2.2**	**2.6**
MJMCWAG36	Web Designing , Animation & Graphics	CO1	2	3	3	2	3	1	3	3	3	3	3
		CO2	3	3	2	3	3	1	3	2	3	2	3
		CO3	2	3	3	2	3	1	3	3	3	3	3
		CO4	2	3	3	2	3	1	3	3	3	3	3

		CO5	3	3	3	3	3	1	3	3	3	2	3
		Average	**2.4**	**3**	**2.8**	**2.4**	**3**	**1**	**3**	**2.8**	**3**	**2.6**	**3**
MJMCPRW20	Public Relations Writing	CO1	3	3	2	1	3	2	3	3	3	3	3
		CO2	3	3	2	1	2	1	3	3	3	3	3
		CO3	3	3	2	1	2	1	3	3	3	3	3
		CO4	3	3	2	1	2	1	3	3	3	3	2
		CO5	3	3	2	1	2	1	3	3	3	3	2
		Average	**3**	**3**	**2**	**1**	**2.2**	**1**	**3**	**3**	**3**	**3**	**2.6**
MJMCCFA31	Advertising Copywriting	CO1	3	3	2	1	2	1	3	3	3	3	2
		CO2	3	3	2	1	2	1	3	3	3	3	2
		CO3	3	3	2	1	2	1	3	3	3	3	2
		CO4	3	3	2	1	2	1	3	2	3	3	3
		CO5	3	3	1	1	2	1	3	3	3	3	3
		Average	**3**	**3**	**1.8**	**1**	**2**	**1**	**3**	**2.8**	**3**	**3**	**2.4**
MJMCSRM22	Stakeholder Relations & Reputation Management	CO1	2	3	3	3	2	2	2	2	2	3	3
		CO2	2	2	1	2	1	3	2	3	2	2	2
		CO3	2	3	2	3	1	2	2	3	2	3	3
		CO4	3	2	2	2	3	2	2	3	2	3	2
		CO5	2	3	2	2	3	2	3	2	3	3	2
		Average	**2.2**	**2.6**	**2**	**2.2**	**2**	**2.2**	**2.2**	**2.6**	**2.2**	**2.8**	**2.4**
MJMCDAC37	Digital Media, Audience and Content Creation	CO1	2	2	2	2	2	1	3	2	2	2	2
		CO2	3	3	3	2	2	1	3	2	2	3	3
		CO3	3	3	3	3	2	2	3	2	3	3	3
		CO4	3	3	3	2	2	1	3	2	3	3	2
		CO5	3	2	3	2	3	1	2	2	2	3	3
		Average	**2.8**	**2.6**	**2.8**	**2.2**	**2.2**	**1.2**	**2.8**	**2**	**2.4**	**2.8**	**2.6**
MJMCDAJ33	Data Journalism	CO1	3	3	3	3	3	2	3	3	1	2	3
		CO2	3	3	3	3	1	2	3	3	2	2	3
		CO3	3	3	3	3	2	2	2	3	3	3	3
		CO4	3	3	3	3	2	2	3	3	2	2	3
		CO5	3	3	3	2	2	2	3	3	3	3	3
		Average	**3**	**3**	**3**	**2.8**	**2**	**2.8**	**2.8**	**3**	**2.2**	**2.4**	**3**
MJMCIAI38	Immersive Technology & Artificial Intelligence (AI)	CO1	1	2	2	1	2	-	1	3	1	2	2
		CO2	1	2	2	1	2	-	1	2	1	2	2
		CO3	3	3	3	2	2	-	2	2	3	3	3
		CO4	3	3	3	2	2	-	2	3	3	3	3
		CO5	3	1	1	1	3	2	1	2	2	2	3
		Average	**2.2**	**2.2**	**2.2**	**1.4**	**2.2**	**0.4**	**1.4**	**2.4**	**2**	**2.2**	**2.4**

MJMCCFD26	Communication for Development	CO1	3	3	3	3	2	3	3	3	3	3	2
		CO2	3	2	3	3	2	3	2	3	2	3	3
		CO3	3	3	2	3	3	2	3	3	3	2	2
		CO4	3	2	3	3	3	3	2	2	3	3	3
		CO5	3	2	3	3	3	3	2	2	3	3	3
		Average	**3**	**2.4**	**2.8**	**3**	**2.6**	**2.8**	**2.5**	**2.8**	**2.8**	**2.8**	**2.6**
MJMCDIS27	Dissertation	CO1	3	3	1	1	3	1	3	3	1	1	3
		CO2	3	3	3	3	3	2	3	3	3	2	1
		CO3	3	3	1	1	3	1	3	3	1	1	3
		CO4	3	3	3	3	3	1	3	3	2	1	3
		CO5	3	2	3	3	3	2	3	2	3	3	2
		Average	**3**	**2.8**	**2.2**	**2.2**	**3**	**1.4**	**3**	**2.8**	**2**	**1.6**	**2.4**
MJMCVCC39	Visual Culture and Communication	CO1	1	-	1	1	2	1	2	2	2	2	2
		CO2	2	2	2	1	3	-	2	2	2	3	3
		CO3	3	2	2	1	2	-	2	2	2	3	3
		CO4	1	3	3	-	2	1	2	1	3	1	-
		CO5	2	3	3	2	3	-	1	3	3	2	3
		Average	**1.8**	**2**	**2.2**	**1**	**2.2**	**0.4**	**1.8**	**2**	**2.4**	**2.2**	**2.2**
MJMCPWV40	Podcasting, Webcasting and Vlogging Essentials	CO1	2	2	2	1	2	1	2	3	3	3	2
		CO2	3	2	2	2	3	2	3	3	3	3	3
		CO3	3	3	2	1	2	1	2	2	2	3	3
		CO4	3	3	3	2	2	2	2	2	2	3	2
		CO5	3	3	3	2	2	2	3	3	3	3	3
		Average	**2.8**	**2.6**	**2.4**	**1.6**	**2.2**	**1.6**	**2.4**	**2.6**	**2.6**	**3**	**2.6**
MJMCDOP28	Documentary Production	CO1	3	3	3	3	2	3	3	3	3	3	2
		CO2	3	2	3	3	2	3	2	3	2	3	3
		CO3	3	3	2	3	3	2	3	3	3	2	2
		CO4	3	2	3	3	3	3	2	2	3	3	3
		CO5	3	2	3	3	3	3	2	2	3	3	3
		Average	**3**	**2.4**	**2.8**	**3**	**2.6**	**2.8**	**2.5**	**2.8**	**2.8**	**2.8**	**2.6**
MJMCPCP21	Public Relations Campaign Planning and Execution	CO1	2	3	2	2	3	2	3	2	3	3	2
		CO2	2	3	1	2	1	2	2	3	2	3	2
		CO3	2	3	2	2	3	2	3	2	3	3	2
		CO4	3	3	3	2	3	2	2	2	3	3	2
		CO5	2	3	2	2	3	2	3	2	3	3	2
		Average	**2.2**	**3**	**2**	**2**	**2.6**	**2**	**2.6**	**2.2**	**2.8**	**3**	**2**
MJMCDBC32	Digital Advertising & Brand	CO1	2	2	2	1	2	2	3	2	3	3	3
		CO2	1	3	3	2	3	2	3	3	3	2	2

			PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
	Communication	CO3	2	2	3	2	3	2	3	2	3	2	2
		CO4	1	3	3	2	3	2	3	3	3	2	2
		CO5	1	2	2	2	3	2	3	3	3	2	2
		Average	**1.4**	**2.4**	**2.6**	**1.8**	**2.8**	**2**	**3**	**2.6**	**3**	**2.2**	**2.2**
MJMCMUJ23	Multimedia Journalism	CO1	2	1	1	2	2	1	2	3	2	2	3
		CO2	3	3	2	3	3	2	3	3	3	3	3
		CO3	3	2	3	3	3	2	3	2	3	3	3
		CO4	3	3	3	2	2	1	3	3	3	3	3
		CO5	3	2	2	3	2	1	3	3	3	2	3
		Average	**2.8**	**2.2**	**2.2**	**2.6**	**2.4**	**1.4**	**2.8**	**2.8**	**2.8**	**2.6**	**3**
MJMCENJ34	Entrepreneurial Journalism	CO1	3	3	3	3	3	3	3	3	3	3	3
		CO2	3	3	3	3	3	2	3	3	3	2	1
		CO3	3	3	1	1	3	1	3	3	1	1	3
		CO4	3	3	3	3	3	1	3	3	2	1	3
		CO5	3	2	3	3	3	2	3	2	3	3	2
		Average	**3**	**2.8**	**2.6**	**2.6**	**3**	**1.8**	**3**	**2.8**	**2.4**	**2.0**	**2.4**

1.3.6 Course Articulation Matrix

Year	Course Code Course Name & COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
I	Mass Communication: Concept & Theories	2.8	2.6	2.4	2.4	2.2	2.2	2.2	2.4	2.2	2.2	2.2
	Reporting, Editing and Production- Print Media	2	3	2.8	1.2	2	1.2	2.4	2.3	2	2.4	2.8
	Reporting, Editing and Production- Audio-Visual Media	2.4	3	2.8	2.4	3	1	3	2.8	3	2.6	3
	Introduction to Advertising	3	3	1.2	1	2.2	1.2	3	3	3	3	2
	Film Theory and Practice	2	2.2	2.2	1.4	1.6	0.4	2.2	2.2	2.8	2	2.4
	Media Literacy & Fact Checking	3	1.8	1.2	1.4	2.2	1	3	3	3	2	2
	Photography and Visual Storytelling	2.8	2.8	2.6	2.0	1.8	1.6	2.4	2.4	2.6	2.4	2.8
II	Digital Journalism	2.8	2.2	2.2	2.6	2.4	1.4	2.8	2.8	2.8	2.6	3
	Strategic Communication & Public Relations	3	2.8	2	1.4	2.4	1.2	3	3	3	2.6	2.6
	Mobile Journalism	2.6	2.4	2.2	2.6	3	2	3	2.4	2.4	2	3
	Media Business, Laws & Ethics	2.4	2	2.2	2.2	3	2.2	2.6	2	2.4	2.2	2.2
	Integrated Marketing Communication	3	2.8	2.6	2.6	3	1.8	3	2.8	2.4	2.0	2.4

	Event Management	2.6	2	1.8	1	2	1.6	3	3	3	2.4	2
	Screen Writing	2.8	2.8	2.6	2.0	1.8	1.6	2.4	2.4	2.6	2.4	2.8
III	Research Methodology	3	2.8	2.2	2.2	3	1.4	3	2.8	2	1.6	2.4
	Internship	3	2.8	2.2	2.2	3	1.4	3	2.8	2	1.6	2.4
	Digital Film Making	2.6	2.8	2.8	2.2	2.2	2.0	2.4	2.6	2.6	2.6	2.6
	Political Communication	2.4	2.6	2.8	2	2.2	0.6	1.8	2	2.6	2.2	2.6
	Web Designing , Animation & Graphics	2.4	3	2.8	2.4	3	1	3	2.8	3	2.6	3
	Public Relations Writing	3	3	2	1	2.2	1	3	3	3	3	2.6
	Advertising Copywriting	3	3	1.8	1	2	1	3	2.8	3	3	2.4
	Stakeholder Relations & Reputation Management	2.2	2.6	2	2.2	2	2.2	2.2	2.6	2.2	2.8	2.4
	Digital Media, Audience and Content Creation	2.8	2.6	2.8	2.2	2.2	1.2	2.8	2	2.4	2.8	2.6
	Data Journalism	3	3	3	2.8	2	2.8	2.8	3	2.2	2.4	3
	Immersive Technology & Artificial Intelligence (AI)	2.2	2.2	2.2	1.4	2.2	0.4	1.4	2.4	2	2.2	2.4
IV	Communication for Development	3	2.4	2.8	3	2.6	2.8	2.5	2.8	2.8	2.8	2.6
	Dissertation	3	2.8	2.2	2.2	3	1.4	3	2.8	2	1.6	2.4
	Visual Culture and Communication	1.8	2	2.2	1	2.2	0.4	1.8	2	2.4	2.2	2.2
	Podcasting, Webcasting and Vlogging Essentials	2.8	2.6	2.4	1.6	2.2	1.6	2.4	2.6	2.6	3	2.6
	Documentary Production	3	2.4	2.8	3	2.6	2.8	2.5	2.8	2.8	2.8	2.6
	Public Relations Campaign Planning and Execution	2.2	3	2	2	2.6	2	2.6	2.2	2.8	3	2
	Digital Advertising and Brand Communication	1.4	2.4	2.6	1.8	2.8	2	3	2.6	3	2.2	2.2
	Multimedia Journalism	2.8	2.2	2.2	2.6	2.4	1.4	2.8	2.8	2.8	2.6	3
	Entrepreneurial Journalism	3	2.8	2.6	2.6	3	1.8	3	2.8	2.4	2.0	2.4

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low)
"2" – Moderate (Medium)
"3" – Substantial (High)
"-" – No correlation

PROGRAMME STRUCTURE & COURSE OUTLINE
MASTER OF ARTS IN JOURNALISM & MASS COMMUNICATION
(2024-26)

S. No.	Subject Code	Title of Paper			Teaching Load				
					L	T	P	CH	Credit
SEMESTER – I									
1	MJMCMCT01	Mass Communication: Concept & Theories	**Programme Core (Compulsory)**		3	0	0	3	3
2	MJMCRPM02	Reporting, Editing and Production-Print Media			2	0	2	4	3
3	MJMCAVM03	Reporting, Editing and Production- Audio-Visual Media			2	0	2	4	3
4	MJMCIAD04	Introduction to Advertising			3	0	0	3	3
5	MJMCFTP05	Film Theory and Practice	**Programme Elective (Any One)**		2	0	2	4	3
6	MJMCMLF06	Media Literacy & Fact Checking							
7	MJMCPPJ07	Photography and Visual Storytelling	**Generic Elective**		2	0	2	4	3
			TOTAL		14	0	8	**22**	**18**
SEMESTER – II									
1	MJMCDIJ08	Digital Journalism	**Programme Core (Compulsory)**		2	0	2	4	3
2	MJMCSPR09	Strategic Communication & Public Relations			2	0	2	4	3
3	MJMCMOJ17	Mobile Journalism			2	0	2	4	3
4	MJMCBLE11	Media Business, Laws & Ethics			3	0	0	3	3
5	MJMCIMC12	Integrated Marketing Communication	**Programme Elective (Any One)**		2	0	2	4	3
6	MJMCEMN13	Event Management							
7	MJMCSWR05	Screen Writing	**Generic Elective**		2	0	2	4	3
			TOTAL		13	0	10	**23**	**18**
SEMESTER – III									
1	MJMCMMR15	Research Methodology	**Programme Core (Compulsory)**		2	0	2	4	3
2	MJMCINT16	Internship			0	0	0	0	6
3	MJMCDFM10	Digital Film Making	**Programme Elective (Any One)**		2	0	2	4	3
4	MJMCPCM35	Political Communication							
5	MJMCWAG36	Web Designing , Animation & Graphics	**Generic Elective**		1	0	2	3	3
6	MJMCPRW20	Public Relations Writing	**Public Relations & Advertising**	**Specialization (Any One)**	2	0	2	4	3
7	MJMCCFA31	Advertising Copywriting			2	0	2	4	3
8	MJMCSRM22	Stakeholder Relations & Reputation Management			3	0	0	3	3
9	MJMCDAC37	Digital Media, Audience and Content Creation	**Digital Journalism**		2	0	2	4	3
10	MJMCDAJ33	Data Journalism			2	0	2	4	3
11	MJMCIAI38	Immersive Technology & Artificial Intelligence (AI)			3	0	0	3	3
			TOTAL		12	0	10	**22**	**24**
SEMESTER – IV									
1	MJMCCFD26	Communication for Development	**Programme Core (Compulsory)**		3	0	1	4	3
2	MJMCDIS27	Dissertation			0	0	0	0	4
3	MJMCVCC39	Visual Culture and Communication	**Programme Elective (Any One)**		2	0	2	4	3
4	MJMCPWV40	Podcasting, Webcasting and Vlogging Essentials							
5	MJMCDOP28	Documentary Production	**Generic Elective**		1	0	4	5	3
6	MJMCPCP21	Public Relations Campaign Planning and Execution	**Public Relations & Advertising**	**Specialization (Any One)**	2	0	2	4	3
7	MJMCDBC32	Digital Advertising and Brand Communication			2	0	2	4	3
8	MJMCMUJ23	Multimedia Journalism	**Digital Journalism**		2	0	2	4	3
9	MJMCENJ34	Entrepreneurial Journalism			2	0	2	4	3
			TOTAL		10	0	11	**21**	**19**

					GRAND TOTAL			88	79

List of Discipline Specific Electives

Choose any one discipline specific course as elective for each semester

Semester-I		Semester-II	
	Film Theory and Practice		Integrated Marketing Communication
	Media Literacy & Fact Checking		Event Management
Semester-III		Semester-IV	
	Digital Film Making		Visual Culture and Communication
	Political Communication		Podcasting, Webcasting and Vlogging Essentials

List of Discipline Specializations

Choose any one Specialization Course Group

Public Relations & Advertising (Group A)		Digital Journalism (Group B)	
Semester-III			
	Public Relations Writing		Digital Media, Audience and Content Creation
	Advertising Copywriting		Data Journalism
	Stakeholder Relations & Reputation Management		Immersive Technology & Artificial Intelligence (AI)
Semester-IV			
	Public Relations Campaign Planning and Execution		Multimedia Journalism
	Digital Advertising and Brand Communication		Entrepreneurial Journalism

Semester Wise Distribution of Type of Courses & Credits					
Types of Course	Semester-I	Semester-II	Semester-III	Semester-IV	Total
Programme Core (PC)	12	12	18	13	**55**
Programme Elective (EC)	3	3	3	3	**12**
Generic Elective (GE)	3	3	3	3	**12**
TOTAL	**18**	**18**	**24**	**19**	**79**
Total Credit Points					
Types of Course	Credit			Total	
Programme Core (PC)	(15X3) + (1X6) + (1X4)			**55**	
Programme Elective (EC)	4X3			**12**	

Generic Elective (GE)	4X3	**12**
	TOTAL	**79**

Notes:

- Credit of a course determines the number of hours of instructions required per week. One credit is equivalent to one hour of teaching (lecture or tutorial) or two hours of practical work/field work per week.

- Students are encouraged to choose value added courses and skill enhancement courses offered by other schools of the university or from MOOCs. However, that will be extra credit and not included in the transcript. Similarly, students should engage themselves in different community engagement activities conducted by the university through different conduits.

- Following courses can be chosen by the students of PG programs of other schools. However, students should see the announcement by the department before commencing the semester regarding list of courses going to be offered in the coming semester.

  o MJMCPPJ07: Photography and Visual Storytelling
  o MJMCSWR05: Screen Writing
  o MJMCWAG36: Web Designing , Animation & Graphics
  o MJMCDOP28: Documentary Production

PROGRAMME STRUCTURE & COURSE OUTLINE

MASTER OF ARTS IN JOURNALISM & MASS COMMUNICATION

S. No.	Subject Code	Title of Paper		Teaching Load				
				L	T	P	CH	Credit
1	MJMCMCT01	Mass Communication: Concept & Theories	Programme Core (Compulsory)	3	0	0	3	3
2	MJMCRPM02	Reporting, Editing and Production -Print Media		2	0	2	4	3
3	MJMCAVM03	Reporting, Editing and Production- Audio-Visual Media		2	0	2	4	3
4	MJMCIAD04	Introduction to Advertising		3	0	0	3	3
5	MJMCFTP05	Film Theory and Practice	Programme Elective (Any One)	2	0	2	4	3
6	MJMCMLF06	Media Literacy & Fact Checking						
7	MJMCPPJ07	Photography and Visual Storytelling	Generic Elective	2	0	2	4	3
			TOTAL	14	0	8	22	18

<table>
<tr><td colspan="3" align="center">SYLLABUS</td></tr>
</table>

School	Birla School of Communication
Programme	MAJMC
Batch	2024-26
Semester	I
Course Title	**Mass Communication: Concepts and Theories**
Course Code	MJMCMCT01
Credit	3
Contact Hours (L-T-P)	3-0-0
Course Type	Programme Core (PC)
Course Objective	The objectives of this course are • Understand the fundamental concepts and theories that underpin human communication and mass communication • Critically analyze the influence and impact of mass media on various aspects of society • Evaluate and compare major theoretical frameworks in mass communication, including agenda-setting theory, cultivation theory and media effects theories. • Apply theoretical concepts to analyze and interpret real-world examples of mass communication phenomena • Enhance their written and verbal communication skills related to mass communication and business communication
Course Outcome (CO)	After completion of this course, students will be able to: CO1: **Demonstrate** a thorough understanding of key concepts and theories in mass communication CO2: **Critically assess** the role of mass media in shaping public opinion, cultural norms, and social behaviours CO3: **Apply** various theoretical frameworks to analyse media content across different platforms, discerning patterns and trends in media messages CO4: **Actively participate** in discussions and debates on mass communication topics, drawing on research, and theoretical perspectives to support their arguments. CO5: **Demonstrate** the ability to communicate complex ideas and concepts clearly and persuasively in both written and oral formats

<table>
<tr><td colspan="3" align="center">COURSE OUTLINE</td></tr>
</table>

Module	Description	CO Mapping
I	Communication: Meaning, Forms, functions; Nature and process of human Communication, verbal and non-verbal Communication, intra-personal, inter-personal, small group, public and mass Communication; Barriers to Communication, communication competence, and 7C's of Communication.	CO1
II	Models of Communication: Aristotle, Laswell, Shannon-Weaver, Osgood, Dance, Schramm, Gerbner, Newcomb, Westley- Maclean, Kincaid, Ecological Model.	CO2
III	Rise of the mass media, Meaning, Nature and Process of Mass Communication, Functions of Mass Communication, Characteristics and typology of audiences. Theories of Mass Communication: Hypodermic or Bullet theory, Psychological or Individual difference theory, Personal Influence Theory.	CO3

IV	Sociological theories of Mass Communication, Normative theories of mass media, New Media Theories. Media content as information, Media Fandom, Media effects, Media accountability, Global mass communication.	CO4
V	Business Communication in the digital age, exploring the communication process, planning business messages, organizing and drafting business messages, revising business messages.	CO5

Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books:
1. Mass Communication & Journalism in India - D S Mehta,
2. Mass Communication in India - Keval J. Kumar, Jaico Publishing House.
3. International Communication – N. Prabhakar & N. Basu, Commonwealth publishers, New Delhi.
4. Understanding Development Communication – Uma Joshi.
5. Mcquail's Mass Communication Theory – Denis Mcquail, Sage Publication.
6. Mass Communication Models-Uma Narula
7. Theories of Mass Communication by Melvin L. De Fleur, Sandra Ball-Rokeach
   References:
8. The Handbook of Media and Mass Communication Theory Editor(s):Robert S. Fortner, P. Mark Fackler
9. Mass Communication Theories:Explaining Origins, Processes, and Effects By Melvin L. DeFleur, Margaret H. DeFleur

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K1, K2
II	CO2	Lecture and presentation, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K2, K3
III	CO3	Lecture and presentation, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K6
IV	CO4	Lecture and presentation, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K4, K5
V	CO5	Lecture and presentation, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K3, K6

Bloom's Taxonomy:
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING											
Course Code and Course Name	**POs/ COs**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
MJMCMCT01-Mass Communication: Concepts and Theories	CO1	3	3	3	3	3	2	3	3	1	1	1
	CO2	3	3	3	3	2	2	2	3	2	2	2
	CO3	3	3	2	2	2	3	2	3	2	2	2
	CO4	3	2	2	2	2	2	2	2	2	2	2
	CO5	2	2	2	2	3	2	2	2	2	2	2
	Average	**2.8**	**2.6**	**2.4**	**2.4**	**2.2**	**2.2**	**2.2**	**2.6**	**2.2**	**2.2**	**2.2**

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low); **"2"** – Moderate (Medium); **"3"** – Substantial (High); **"-"** – No correlation

School	Birla School of Communication
Programme	MAJMC
Batch	2024-26
Semester	I
Course Title	**Reporting, Editing and Production-Print Media**
Course Code	MJMCRPM02
Credit	3
Contact Hours (L-T-P)	2-0-2
Course Type	Programme Core (PC)
Course Objective	The objectives of this course are • To develop skills of writing news reports and introduces them to other types of content inthe media, focusing primarily on the print medium. • To discuss various aspects of print media writing for the media • To develop skills to write real news stories based on various events/issues. • To train students for writing other forms of media content such as editorials, articles,columns. • To develop skills to produce lab journal and dummy newspaper.
Course Outcome (CO)	After completion of this course, students will be able to: **CO1**-: Understand the emerging trends in news writing for print media. **CO2**-: Interpret different forms of writing like features and columns in print media. **CO3**: Analyzing the Editorial and column writing skills for print media. **CO4**: Demonstrate the skills of conducting interviews for print media. **CO5**: Comprehend the techniques and methods of writing editorial and opinion pieces.

COURSE OUTLINE

Module	Description	CO Mapping
I	**News Writing**: Understanding News: - Definition, Purpose, Importance of news, Essential qualities of news –accuracy, Balance sequence etc. Ingredients of News. Objectivity and ethical aspects of news. News sense and News value. News writing style, Inverted Pyramid structure, Narrative style, Hourglass style, Lead, Types of lead, 5Ws and 1H, style book. Objective Reporting, Investigative Reporting and Interpretative Reporting. Specialized reporting.	CO1
II	**Feature and Columns**: Feature: Definition, types of features, sources and ideas, writing style. Writing feature on trending topics, great personalities and relevant issues. Columns: Planning and writing columns, Interests andspecialization; Columnist. **Interview:** Importance of Interview**,** Interviewing for news stories and features; on the spot interviews, profile interviews, common man and celebrities; Interviewing techniques: research, planning, questioning skills, focus, taking notes, recording, off the record interviews, writing an interview; interview on phone, through e-mails, dos & don'ts.	CO2
III	**Review:** Writing Reviews for Books, Films, TV serials and Web Series. **Translation-** Definition, significance, types, translation process essentials.	CO3
IV	**Editing**: Concept and Principles of Editing, Symbols/Proof Reading Symbols, Gate keeping: Fact checking, Editorial Ethics, Editorial Hierarchy and Role of various Functionaries, Sub-Editor: Skills, Duties, And Responsibilities of a Sub-Editor, Editor: Essential Qualities, Role and Responsibilities, Challenges.	C04

	Planning and Designing the Front Page and Inside Pages, Designing Special Pages, Dummy, Page Making.		
V	**Editorial and Opinion:** Importance of edit page, place of opinion in a newspaper, concept of op-ed page; form, purpose and style of editorial writing; Kinds of editorial: Leaders, opinion articles, analytical articles, current topics, importance of letters to editors; Comparative study of editorials and Op-Ed pages in various newspapers.	CO5	
	Assignment: The students will be given written assignments from each unit,which will be continuously evaluated throughout the semester. A lab journal will be published by the students during the semester. For lab journal assignments, the class will be divided into groups. Students will produce it periodically. Editing stories and lab journals will carry marks. **(20 Marks)**		

Evaluation

	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books:

1. Kamath, M. V. 'The Journalist's Handbook'. (Reprint). Vikas: New Delhi.
2. Barns, Margarita. 'The Indian Press'. George Allen and Unwin Ltd. Contractor, Huned. 'The art of feature writing'. Icon Publications: Pune.
3. Carole Rich "Writing and Reporting News A Coaching Method'.
4. Wadsworth George T.J.S. 'Editing: A Handbook for Journalists', IIMC, New Delhi.

Other References:

1. Stovel G (2006) Writing for Mass Media, 6th edition, Allyn and Bacon.
2. Melvin Mencher (2006), News Reporting and Writing, 10th edition, McGraw-Hill.
3. Raman, Usha (2009), Writing for the Media, O.U.P

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation	Assignments, tests, seminars, group discussions, field visit, case analysis, term paper	K1, K2
II	CO2	Lecture and presentation	Assignments, tests, small course projects, field visit, case analysis, term paper.	K3, K4
III	CO3	Lecture and presentation	Assignments, tests, small course projects, seminars.	K4
IV	CO4	Lecture and presentation	Assignments, tests, small course projects.	K6
V	CO5	Lecture and presentation	Assignment and small course projects.	K5

Bloom's Taxonomy:
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING											
Course Code and Course Name	**POs/ COs**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
MJMCRPM02: Reporting, Editing and Production-Print Media	CO1	2	3	3	1	2	1	2	3	2	2	3
	CO2	2	3	2	1	2	1	3	2	2	3	2
	CO3	2	3	3	1	2	1	2	3	2	2	3
	CO4	2	3	3	2	2	2	3	2	2	3	3
	CO5	2	3	3	1	2	1	2	3	2	2	3
	Average	**2**	**3**	**2.8**	**1.2**	**2**	**1.2**	**2.4**	**2.3**	**2**	**2.4**	**2.8**

Correlation level 1, 2 and 3 as defined below:
  "1" – Slight (Low); **"2"** – Moderate (Medium); **"3"** – Substantial (High); **"-"** – No correlation

School	Birla School of Communication
Programme	MAJMC
Batch	2024-26
Semester	I
Course Title	**Reporting, Editing and Production- Audio-Visual Media**
Course Code	MJMCAVM03
Credit	3
Contact Hours (L-T-P)	2-0-2
Course Type	Programme Core (PC)
Course Objective	• To make students **understand** the basics of audio and video • To make students **understand** the process of news production broadcasting media • To enable students to **create** their own news concepts • To **develop** the students to make complete news reports for broadcasting media
Course Outcome (CO)	After completion of this course, students will be able to: **CO1**: **Understand** the basics knowledge of Audio and Video **CO2**: **Apply** the basic knowledge to the Broadcasting News Production process **CO3**: **Design** the Audio and Video production **CO4**: **Analyze** the various production levels **CO5**: **Develop** the broadcasting journalists.

COURSE OUTLINE

Module	Description	CO Mapping
I	Introduction to Radio, Radio as mass media. Audio recording Technologies: Analog, Digital and Interactive Technologies. Structure of Radio Station Digital Audio Recording and Formats. Radio Program Production Tools: Microphones, Headphones, Payouts System, Cables and Connectors.	CO1
II	Radio Program Formats, Audio Editing: Single-Track and Multi-Track, Mono and Stereo Recording. Basic Principles of Radio News Writing. Radio News: language, word time, and presentation. Format of Radio News and its elements. Qualities of News Reader. Elements of Radio News- (a) Sound effect (b) Recording process (c) Tempo; Types of radio News Bulletin.	CO2
III	Introduction to TV, TV as mass media. Basics of the Video camera, Camera Parts and Functions. Analog and Digital Video Formats Recording. Visual Grammar and Composition. Types of Shots, Camera Movements. Production Process: Analog to Digital. Production Stages	CO1
IV	Production Management: Shooting Schedule, Production Budget. Script: Visual Thinking, Research, Synopsis and Outline Treatment. Scripting Formats. Single and Multi-Camera Production, Studio and Location Production. The concept Newsgathering, In-studio, ENG and EFP; Production Facilities: Production Coordination, Camera, Microphones, Switcher and Lighting and Design Elements. Wipe Chroma key, Virtual Set, and Digital Video Effects. Editing Techniques: Linear and Non-Linear Editing Techniques,	CO3, C04

V	Project-based Assignments: Radio Programs: News Bulletin, Radio Documentary, Special Audience Programs, Docudrama, Radio Magazines, Radio Feature. TV Programs: TV News Package, News Bulletin, TV Interview, TV Debate/ Discussion, TV Special Feature.	CO5

Evaluation

	Theory & Practical	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books:
1. Zettl H., Handbook of Television Production, 2008, Cengage Learning, New Delhi
2. Belavadi V, Video Production, 2008, Oxford University Press, New Delhi
3. Grant T., Audio For Single Camera Operation, 2003, Focal Press
4. Hartwig R.L., Basic TV Technology Digital and Analog, 2005, 4th edition, Focal Press,
5. Millerson G., Effective TV Production, 3rd Edition, Focal Press, 2009
6. Millerson G, Lighting For Video, 3rd Edition, Focal Press, 2000
7. Millerson G, Video Camera Techniques, 2nd Edition, Focal Press, 2000

Other References:
1. Erta D Fossard, 2005. Writing And Producing Radio Dramas, New Delhi, Sage Publication.
2. Chatterji P.C.1991. Broadcasting In India, New Delhi Sage Publication.
3. Chandrashekar B.S. 1999. Changing Preferences, The Indian Experience In Public Service Broadcasting, Singapore, AMIC.
4. Luthana H.R. 1986. Broadcasting In India. Publication Division, New Delhi, Govt. of India.
5. D E Fossad, E J Baptiste. 1984. Interactive Radio Instruction, Washington USIAD.

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and Presentations	Quiz, assignments, tests, small course projects, seminars, field visits, case analysis, Media lab activities	K2, K3
II	CO2	Lecture and Presentations	Quiz, assignments, tests, small course projects, seminars, field visits, case analysis, Media lab activities	K3, K4
III	CO3	Lecture and Presentations	Quiz, assignments, tests, small course projects, seminars, Media lab activities	K6
IV	CO4	Lecture and Presentations	assignments, tests, small course projects, Media lab activities	K4
V	CO5	Lecture and Presentations	Projects and Assignments	K3

Bloom's Taxonomy:
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
MJMCAVM03:	CO1	2	3	3	2	3	1	3	3	3	3	3
	CO2	3	3	2	3	3	1	3	2	3	2	3
	CO3	2	3	3	2	3	1	3	3	3	3	3

Reporting, Editing &Production – Audio – Visual Media	CO4	2	3	3	2	3	1	3	3	3	3	3
	CO5	3	3	3	3	3	1	3	3	3	2	3
	Average	**2.4**	**3**	**2.8**	**2.4**	**3**	**1**	**3**	**2.8**	**3**	**2.6**	**3**

Correlation level 1, 2 and 3 as defined below:
"1" – Slight (Low); **"2"** – Moderate (Medium); **"3"** – Substantial (High); **"-"** – No correlation

SYLLABUS		
School	Birla School of Communication	
Programme	MAJMC	
Batch	2024-26	
Semester	I	
Course Title	**Introduction to Advertising**	
Course Code	MJMCIAD04	
Credit	3	
Contact Hours (L-T-P)	3-0-0	
Course Type	Programme Core (PC)	
Course Objective	The objectives of this course are • To make students understand the elements of advertising • To make students understand the approaches to advertising and the use of various media. • To enable students design a advertising campaign. • To develop an insight about brand positioning. • To decipher various message strategies used in advertising.	
Course Outcome (CO)	After completion of this course, students will be able to: **CO1**-- **Develop** an understanding about advertising, its function and types. **CO2**-- **Understand** Various media for advertising along with their comparative strength and weaknesses, **CO3**- **Comprehend** advertising strategies and media planning. **CO4**- **Create** ad copy for various products and media platforms. **CO5**- **Gain** knowledge and skills necessary for use in the advertising industry.	

COURSE OUTLINE

Module	Description	CO Mapping
I	Advertising Basic concept – definition, nature and scope. Origin and development of advertising in India. Social, economic and cultural context of advertising. Advertising ethics. Criticism against advertising. AAAI and ASCI.	CO1
II	Types of advertising. ATL and B.T.L. advertising. Various media for advertising and their comparative strength and weaknesses, Advertising on the web, Advertising Agency-types and functions. Different departments of an advertising agency. Major Indian and foreign advertising agencies.	CO2
III	Marketing communication and advertising. Relevance of advertising in Marketing Mix. Advertising Campaign- Setting advertising objectives, developing strategies, planning, execution and evaluation. Media planning, consumer behavior, factors affecting consumer behavior.	CO3
IV	Brand management and advertising. Creating brand image, brand identity. Brand positioning and brand equity. Role of research in advertising. Product analysis, Market analysis.	CO4

V	Elements of a good advertisement. Advertisement copy – Text and picture, message slogan, headline, appeal, U.S.P., Ad. Copy preparation, message design, psychological factor in advertising message, and creativity in advertising. Writing advertising copy for different media. Assignments Preparing advertising copy for Newspaper & Magazines Writing Script for Radio & T.V. Commercials	CO5

Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books
1. Philip Kotler: Marketing Management, William Stanton and others;
2. David Ogilvy (Edt) 2000. Ogilvy on advertising, London Prion Books Ltd.
3. Advertising Basics by J V Vilanilam, AK Varghese, Sage publications, India
4. S A Choonawala, K C Sethia (Eds) 2005. Foundations of Advertising theory &Practice, Bangalore Himalaya Publishing.
5. Larry Percy (Edt). 2002. Strategic Advertisement Management. Europe Prentice Hall
6. William F Arens (Edt) 2000 Contemporary Advertisement. U.S.A. Times Mirror Education Group.
7. William Wells (Edt) 2001. Advertising, Principles and Practice, London Prion Books Ltd.

References:
1. Marla R Staffer (Edt) 2001. Advertising Promotion and New Media, Times Mirror Co, U.S.A.
2. Larry Percy (Edt) 2000. Strategic advertisement management, New Delhi, Suraj Publications.
3. Wells, Burfert Morlaty (Eds) 2003. Advertising: Principle &Practice, New Delhi Prentice Hall.
4. George E. Belch 2004 Advertising and Promotion an Integrated Marketing Communication Perspective, New Delhi, Tata McGraw.

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and Presentations	Quiz, assignments, tests, small course projects, seminars, group discussions, field visits, case analysis, term papers, Media lab activities	K1, K2
II	CO2	Lecture and Presentations	Quiz, assignments, tests, small course projects, seminars, group discussions, field visits, case analysis, term papers, Media lab activities	K1, K2
III	CO3	Lecture and Presentations	Quiz, assignments, tests, small course projects, seminars,	K3, K4
IV	CO4	Lecture and Presentations	assignments, tests, small course projects	K4, K5
V	CO5	Lecture and	Projects and Assignments	K3 K6

		Presentations			

Bloom's Taxonomy:
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING

Course Code and Course Name	POs/COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
MJMCIAD04- **Introduction to advertising**	CO1	3	3	1	1	2	2	3	3	3	3	2
	CO2	3	3	1	1	2	1	3	3	3	3	2
	CO3	3	3	2	1	2	1	3	3	3	3	2
	CO4	3	3	1	1	3	1	3	3	3	3	2
	CO5	3	3	1	1	2	1	3	3	3	3	2
	Average	**3**	**3**	**1.2**	**1**	**2.2**	**1.2**	**3**	**3**	**3**	**3**	**2**

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low)
"2" – Moderate (Medium)
"3" – Substantial (High)
"-" – No correlation

SYLLABUS	
School	Birla School of Communication
Programme	MAJMC
Batch	2024-26
Semester	I
Course Title	Film Theory and Practice
Course Code	MJMCFTP05
Credit	3
Contact Hours (L-T-P)	2-0-2
Course Type	Programme Elective (PE)
Course Objective	The objectives of this course are • To make students understand the film medium. • To develop approaches for film theories. • To develop craftsmanship involved in film production. • To enable an understanding of film language. • To appraise about the genres, styles, and treatment in films

Course Outcome (CO)	After completion of this course, students will be able to:
	    CO1 - Remember different cinematic movements from across the globe
	    CO2 - Understand the development of films as a visual medium
	    CO3 - Apply avant-garde cinematic techniques in film production
	    CO4 - Analyze thoroughly the historical perspective of various film genres
	    CO5 - Evaluate critically the various genres, styles, and treatments in films

COURSE OUTLINE

Module	Description	CO Mapping
I	Genesis of Films, Pre-history of Cinema, From Still to Moving Images, Early Cinema, The Silent Era, Evolution of Sound Cinema, (Works of Lumière Brothers, Georges Méliès, Edwin S. Porter, D. W. Griffith, Orson Welles and Charlie Chaplin), The Contemporary period.	CO1
II	Major Film Movements – Classical Hollywood Cinema, Early Soviet Cinema, German Expressionism, Italian Neorealism, French New Wave, East Asian Cinema and Iranian New Wave	CO2
III	Film Language, Phases of Filmmaking – Pre-Production, Production, Post-Production, *Mise-en-scène*, Framing and Composition, Shots, Angles, Camera Movement, 180 Degree rule, Role of sound in cinema, Diegetic, Non-diegetic Sound, Basic aesthetics of editing (Continuity editing, Cross cutting, Montage etc.), Various roles: Scriptwriter, Director, DOP, Sound Designer, Editor, Distribution, Exhibition etc.	CO3
IV	Silent Cinema in India – Phalke & tradition, Emergence of the Mythological, Studio Era and Social Film, Indian Cinema in the 1950s & 60s (Works of Raj Kapoor, Bimal Roy, Guru Dutt, Mehboob Khan, Satyajit Ray, Ritwik Ghatak and Mrinal Sen), Rise of Regional Cinema.	CO4
V	Film Analysis, Reading Films, Techniques and Comparative Content, Film Treatment, Film Criticism, Gender and Cinema, Contemporary Hollywood and Bollywood Cinema.	CO5

Evaluation		
	Theory and Practical	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

- The Oxford History of World Cinema by Geoffrey Nowell-Smith (ed.)
- World Cinema through Global Genres by William V. Costanzo
- The Global Film Book by Roy Stafford
- How to Read a Film by James Monaco
- Beginning Film Studies by Andrew Dix
- A Companion to Chinese Cinema by Yingjin Zhang
- Masters & Masterpieces of Iranian Cinema by Hamid Dabashi
- Bollywood's India: Hindi Cinema as a Guide to Contemporary India by Rachel Dwyer
- Introduction to Film Criticism by Tim Bywater

References

- Movie Movements: Films That Changed the World of Cinema by James Clarke
- The Contemporary Hollywood Film Industry bybPaul McDonald and Janet Wasko (Ed.)
- Fifty Contemporary Film Directors by Yvonne Tasker (Ed.)
- Brave New Bollywood: In Conversation with Contemporary Hindi Filmmakers by Nirmal Kumar and Preeti Chaturvedi
- Quarterly Review of Film and Video (Journal)

Facilitating the achievement of Course Outcomes				
Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture, presentation, screening, and discussion.	Test, Assignment and Group Discussion	K2
II	CO2	Lecture, presentation, screening, and discussion.	Test, Assignment and Term Paper Presentation	K1, K4
III	CO3	Lecture, presentation, screening, and discussion.	Test, Assignment and Group Discussion,	K3, K6
IV	CO4	Lecture, Presentation, screening, and Discussion	Group Discussion, Term Paper Presentation, Film Festival visit	K4
V	CO5	Lecture, presentation, screening and Discussion.	Group Discussion, Term Paper Presentation, Film Festival Visit	K4, K5

Bloom's Taxonomy:
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING											
Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
	CO1	1	1	2	-	-	-	1	2	2	2	2
	CO2	3	3	3	3	2	-	2	2	3	1	1

	CO3	1	2	2	-	2	-	3	3	3	3	3
MJMCFTP05: Film Theory and Practice	CO4	2	2	3	3	3	2	3	2	3	2	3
	CO5	3	3	2	1	1	-	2	2	3	2	3
	Average	**2**	**2.2**	**2.2**	**1.4**	**1.6**	**0.4**	**2.2**	**2.2**	**2.8**	**2**	**2.4**

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low); **"2"** – Moderate (Medium); **"3"** – Substantial (High); **"-"** – No correlation

	SYLLABUS	
School	Birla School of Communication	
Programme	MAJMC	
Batch	2024-26	
Semester	I	
Course Title	**Media Literacy & Fact Checking**	
Course Code	MJMCMLF06	
Credit	3	
Contact Hours (L-T-P)	2-0-2	
Course Type	Programme Elective (PE)	
Course Objective	The objectives of this course are • To help the students develop a critical perspective through media literacy. • To enable students, understand the impact of media on various institutions. • To help students analyse the mass media content and its effects on the society. • To help them become informed consumers of media content and fact checkers. • To understand the issues in the field of media literacy.	
Course Outcome (CO)	After completion of this course, students will be able to: **CO1**- Have a critical thinking skill that enables them to develop understanding of media content. **CO2**- Develop an awareness of the impact of the media on the individual and society **CO3**- Learn the strategies to analyse media messages. **CO4**- Have an awareness of media content and its formulaic approach. **CO5**- Develop the ability to produce responsible media messages and fact-check those by others.	

	COURSE OUTLINE	
Module	**Description**	**CO Mapping**
I	Defining media literacy, why increase media literacy, the media literacy model, developing media literacy.	CO1
II	Reality and media messages, entertainment content, news- a reflection or a construction, news framing influence, advertising and its intended effect.	CO2
III	Broadening our perspective on Media effects, how the effects process work, effects on institutions. Issues in media literacy- media influence on sports, portrayal of violence in the media, privacy and piracy with the media.	CO3
IV	The importance of real- world knowledge, personal strategy for increasing media literacy, helping others increase media literacy.	CO4
V	What is Fact-checking? Basic Principles of Fact-Checking, Ethics of Fact-Checking (Students will be encouraged to complete the freely available 'Hands-on Fact-checking: A Short Course' (online) offered by The Poynter Institute.	CO5

Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

1. W.J. Potter, Media Literacy, 7th ed. (Sage,2013)
2. Mackey, M. Literacies Across Media:Playing the Text (Taylor and Francis, 2004)
3. Media Literacy: Seeking Honesty, Independence, and Productivity in Today's Mass Messages(IDEA, 2013)
4. Approaches to Media Literacy-A Handbook, Art Silverblatt, Jane Ferry, Barbara Finan, Routledge, 2015
   Reference:
5. Mcquail, D. (2011). Mcquail's Mass Communication Theory (6th ed.). SAGE Publications India Pvt Ltd.

Facilitating the achievement of Course Outcomes				
Module No.	**Course Outcomes (Cos)**	**Teaching and Learning Activity**	**Assessment Tools**	**Bloom's Taxonomy Level**
I	CO1	Lecture and presentation, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K1, K2
II	CO2	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K2, K3
III	CO3	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K2, K3
IV	CO4	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K4 K5
V	CO5	Lecture and presentation, group discussions, case study	Project assessment	K4 K5

Bloom's Taxonomy:
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING											
Course Code and Course Name	**POs/ COs**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
MJMCMLF06- Media Literacy & Fact Checking	CO1	3	2	2	2	2	1	3	3	3	2	2
	CO2	3	1	1	2	2	1	3	3	3	2	2
	CO3	3	2	1	1	2	1	3	3	3	2	2
	CO4	3	2	1	1	2	1	3	3	3	2	2
	CO5	3	2	1	1	3	1	3	3	3	2	2
	Average	**3**	**1.8**	**1.2**	**1.4**	**2.2**	**1**	**3**	**3**	**3**	**2**	**2**

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low); **"2"** – Moderate (Medium); **"3"** – Substantial (High); **"-"** – No correlation

	SYLLABUS	
School	Birla School of Communication	
Programme	MAJMC	
Batch	2024-26	
Semester	I	
Course Title	**Photography & Visual Storytelling**	
Course Code	MJMCPPJ07	
Credit	3	
Contact Hours (L-T-P)	2-0-2	
Course Type	Generic Elective (GE)	
Course Objective	The objectives of this course are • To make students understand the importance of photography. • To enable students to the creative use of photography in the present time. • To make the student develop a photographer's eye, for digital photography. • To make students understand the techniques of image post-production. • To enable students to start their own photography venture and to develop skills for photojournalists.	
Course Outcome (CO)	After completion of this course, students will be able to: **CO1-Understand** the concepts, importance, and use of photography in the present time. **CO2-Develop** capabilities work in digital photography, including DSLR and Smartphone photography. **CO3-Apply** skills and understanding of Visual Storytelling. **CO4 - Demonstrate** their knowledge of image post-production. **CO5-Develop** skills to start their own photo studios and photography venture.	

	COURSE OUTLINE	
Module	**Description**	**CO Mapping**
I	The Concept of Photography, the Evolution of Photography. Introduction to Camera: Camera parts and functions. Different types of cameras (manual, Digital, and phone cameras). Shot Composition in Photography, Types of Shots, types of Photography, Light and Light Equipment, latest trends in photography	CO1
II	Photography gear: Lenses, filters, Tripods, and other accessories. Introduction to light, Importance of light in Photography, Types of light, Exposure, Depth of field, Depth of Focus, Introduction to studio photography, outdoor photography, and Photography equipment.	CO2
III	The concept of Photojournalism Includes the Nature and Scope of Photojournalism, the qualifications, role, and responsibilities of Photojournalists, and the sources of news for Photojournalists. Leading press Photographers and Photojournalists in India.	CO3
IV	Visual Storytelling, Understanding narrative structure in photography, Using symbolism and metaphor in visual storytelling, Planning and executing a photo essay or series, Incorporating text and captions to complement images,mult Creative use of images for storytelling, Introduction to post-production tools for image editing. Uses of applications and software for image editing.	CO4

V	Techniques of photo editing-Caption writing: Photo editing software; Mobile Journalism: Using smartphones for taking effective pictures and shooting videos; Editing photos and videos taken on smartphones; Uploading news photos/videos on digital platforms.	CO5

Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books
1. Basic Photography by Michal Langford
2. Understanding Exposure by Bryan Peterson (2009). Peachpit Press.
3. Freeman, M. (2014). The Photographer's Eye: Composition and Design for Better Digital Photos. Focal Press.
4. Hunter, F. (2017). Light: Science & Magic. Focal Press.
5. Peterson, B. (2014). Learning to See Creatively. Peachpit Press.
6. McNally, J. (2015). The Moment It Clicks. Random House.
7. Cartier-Bresson, H. (1952). The Decisive Moment. Simon and Schuster.
8. Smith, W. E. (1950). This is War. Grossman Publishers.
9. Chapelle, D. (1967). Behind the Lines: Guerilla Photography in Vietnam.
10. Nachtwey, J. (2001). War Zone. Phaidon Press.
11. The New York Times Photo Archives (Eds.). (2020).
12. Hunter, F. (2017). Light: Science & Magic. Focal Press.
13. Biver, S. (2012). Studio Lighting. Focal Press.
14. Winters, D. (2008). 50 Lighting Techniques for Portrait Photography. Focal Press.
15. Arena, S. (2008). Speedlite Techniques. Focal Press.

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation, group discussions, case-study	Quiz, assignments, tests, seminars, case analysis, student presentation	K1, K2
II	CO2	Lecture and presentation, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K2, K3
III	CO3	Lecture and presentation, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K6
IV	CO4	Lecture and presentation, group discussions, case-study	Quiz, assignments, tests, seminars, case analysis, student presentation	K4, K5
V	CO5	Lecture and presentation, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K3, K6

Bloom's Taxonomy:
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
MJMCPPJ07 - Photography & Visual Storytelling	CO1	2	3	3	2	1	2	3	3	2	2	2
	CO2	2	3	3	1	2	1	2	2	3	3	3
	CO3	3	2	2	2	2	1	2	3	2	2	3
	CO4	2	3	3	3	2	2	2	2	3	2	3
	CO5	2	3	2	2	2	2	3	2	3	3	3
	Average	**2.8**	**2.8**	**2.6**	**2.0**	**1.8**	**1.6**	**2.4**	**2.4**	**2.6**	**2.4**	**2.8**

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low); **"2"** – Moderate (Medium); **"3"** – Substantial (High); **"-"** – No correlation

PROGRAMME STRUCTURE & COURSE OUTLINE

MASTER OF ARTS IN JOURNALISM & MASS COMMUNICATION

S. No.	Subject Code	Title of Paper		Teaching Load				
				L	T	P	CH	Credit
1	MJMCDIJ08	Digital Journalism	**Programme Core (Compulsory)**	2	0	2	4	3
2	MJMCSPR09	Strategic Communication & Public Relations		2	0	2	4	3
3	MJMCMOJ17	Mobile Journalism		2	0	2	4	3
4	MJMCBLE11	Media Business, Laws & Ethics		3	0	0	3	3
5	MJMCIMC12	Integrated Marketing Communication	**Programme Elective (Any One)**	2	0	2	4	3
6	MJMCEMN13	Event Management						
7	MJMCSWR05	Screen Writing	**Generic Elective**	2	0	2	4	3
		TOTAL		13	0	10	**23**	**18**

The header row above the data spans "SEMESTER - II".

	SYLLABUS	
School	Birla School of Communication	
Programme	MAJMC	
Batch	2024-26	
Semester	II	
Course Title	**Digital Journalism**	
Course Code	MJMCDIJ08	
Credit	3	
Contact Hours (L-T-P)	2-0-2	
Course Type	Programme Core (PC)	
Course Objective	The objectives of this course are • To make students understand the fundamental principles in the digital age • To enable students to utilize multimedia tools in digital storytelling • To enable students in researching, reporting and writing online news • To help students explore methods for audience engagement and community building • To make students remain updated on current trends and technologies in journalism.	
Course Outcome (CO)	After completion of this course, students will be able to: **CO1**: **Understand** the basics and characteristics of digital journalism **CO2**: **Design** articles and news stories for online platforms **CO3**: **Incorporate** multimedia storytelling for reporting online news. **CO4**: **Apply** social media for online journalism **CO5: Analyze** the ethical aspects of online news reporting.	

	COURSE OUTLINE	
Module	**Description**	**CO Mapping**
I	Overview of digital journalism landscape, history and evolution of online news, characteristics, social media as a source of news, ethics and responsibilities in digital journalism	CO1
II	News gathering techniques for online journalism, Writing for online audiences, writing styles and conventions for digital platforms, Crafting headlines and leads for online articles, Interviewing skills for digital platforms	CO2
III	Introduction to multimedia storytelling, basics of photojournalism for online media, Incorporating audio and video into news story, Basics of Search Engine Optimization (SEO)	CO3
IV	Utilizing social media for journalism, Building and engaging with online communities, Managing online reputation and credibility, Overview of mobile journalism	CO4

	V	Copyright and fair use in digital journalism, Data privacy and best practices, ethical dilemmas in online reporting, Future directions of digital journalism	CO5

Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

1. Bradshaw, Rohumaa. The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age. Routledge, 2013
2. Jones, Salter. Digital Journalism. SAGE, 2011
3. Thakur, Pandit, Joshi. Fundamentals of Digital Journalism. 1st edition, Vishwakarma Publications, 2022
4. Kawamoto. Digital Journalism: Emerging Media and the Changing Horizons of Journalism. Rowman & Littlefield, 2003
5. Kovac, Rosenstiel. The Elements of Journalism: What Newspeople Should Know and the Public Should Expect. Three Rivers Press, Third edition, 2014

References:

1. Scott, B. (2005). A Contemporary History of Digital Journalism. Television & New Media, 6(1), 89-126. https://doi.org/10.1177/1527476403255824
2. Ekström, Mats, and Oscar Westlund. "The dislocation of news journalism: A conceptual framework for the study of epistemologies of digital journalism." Media and Communication 7.1 (2019): 259-270.

Facilitating the achievement of Course Outcomes				
Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and Presentations	Assignments, Tests, small course projects, seminars, field visits, case analysis, term papers, Media lab activities	K1, K2
II	CO2	Lecture and Presentations	Assignments, Tests, small course projects, seminars, field visits, case analysis, term papers, Media lab activities	K3, K4, K6
III	CO3	Lecture and Presentations	Assignments, Tests, small course projects, seminars, field visits, case analysis, term papers, Media lab activities	K3, K6
IV	CO4	Lecture and Presentations	Assignments, Tests, small	K4, K5, K6

				course projects, seminars, field visits, case analysis, term papers, Media lab activities	
V	CO5	Lecture and Presentations	Projects and Assignments	K2, K5

Bloom's Taxonomy:
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING											
Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
MJMCDIJ08 - **Digital Journalism**	CO1	2	1	1	2	2	1	2	3	2	2	3
	CO2	3	3	2	3	3	2	3	3	3	3	3
	CO3	3	2	3	3	3	2	3	2	3	3	3
	CO4	3	3	3	2	2	1	3	3	3	3	3
	CO5	3	2	2	3	2	1	3	3	3	2	3
	Average	**2.8**	**2.2**	**2.2**	**2.6**	**2.4**	**1.4**	**2.8**	**2.8**	**2.8**	**2.6**	**3**

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low)
"2" – Moderate (Medium)
"3" – Substantial (High)
"-" – No correlation

SYLLABUS	
School	Birla School of Communication
Programme	MAJMC
Batch	2024-26
Semester	II
Course Title	**Strategic Communication & Public Relations**
Course Code	MJMCSPR09
Credit	4
Contact Hours (L-T-P)	2-0-2
Course Type	Programme Core (PC)
Course Objective	The objectives of this course are • To make students understand the basic aspects of Strategic Communication and Public Relations. • To make students understand the mechanisms of communication with publics of PR. • To develop an understanding about the strategic role of PR. • To enable them for creating PR plans and campaigns. • To inculcate an ethical approach towards the profession
Course Outcome (CO)	After completion of this course, students will be able to: **CO1**-**Understand** the theoretical and practical approaches to Strategic Communication and PR. **CO2**- **Apply** the knowledge about various publics and stakeholders for effective public relations. **CO3**- **Design** a conceptual framework to understand the strategic roles of public relations. **CO4**- **Analyse** and craft plans for effective execution of public relations programs. **CO5**- **Develop** an ethical orientation as a PR practitioner.

COURSE OUTLINE		
Module	**Description**	**CO Mapping**
I	Strategic communications imperative, theories, planning and Content, strategic vs tactical decision making, levels of strategic communication, message strategy, Evolution and history of Public Relations, - definitions of P.R.- Need for P.R., PR as a strategic intervention, P.R. in India and its present status,	CO1
II	P.R. and Allied Discipline-Publicity, Propaganda, Public Affairs, Lobbying, Advertising. PR vs Spin , Theories of P.R., Publics of Public Relations: Organization and Functions of P.R. Department, P.R. agencies – organization and function, Qualities, role and responsibilities of a PRO	CO2
III	Tools and Methods of Public Relations, Media of Communication with various publics, Media relations- strategies and tactics, Press Release, Audio news release, Video News Release, Press Conferences, Press Briefs, Rejoinders, Facility Visits etc , research in P.R.	CO3
IV	Planning and managing P.R. campaigns, Digital media and P.R., Emergence of Social Media (Instagram, Blogs, Facebook, Twitter,	CO4

		YouTube etc) and its Impact on P.R., role of PR in different sectors-politics, nonprofit organizations, education, entertainment, sports, travel,.	
V		Corporate Communication: Definition, Nature and Scope, Corporate image, identity, & reputation- its management, brand building through CC, Crisis management Corporate Social Responsibility, law, ethics and codes of P.R.	CO5

Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books:
1. Otis Baskin & Craig Aronoff (Eds). 2000. Public Relations., The Profession & The Practice, U.S.A. Times Mirror Co.
2. Pill Quirke (Edt). 1986. Communication & Public Relations Columbus Ohio Merril,
3. Allen H Centre (Edt). 2003. Public Relations Practices, New Delhi Prentice Hall Inc of India
4. Scott M Cutlip (Edt). 2000. Person and Education, Pvt Ltd. New Delhi Indian Branch.
5. Venkataratnam (Edt). 2003 Industrial Relations, New Delhi Oxford University Press
6. Rene A Henry (Edt) 2001. Marketing Public Relations New Delhi, Oxford University Press.
7. Philip Lesly (Rdt). 2000. Handbook of Public Relations and Communication. New Delhi, J.B.S. Publishers Rene A Henry (Edt) 2000.

References:
1. Marketing Public Relations New Delhi, Suraj Publications
2. Joann Keyton. 2004. Communicating in groups – Building Relationships for Group Effectiveness, Oxford University Press
3. Pylee MV 2004 Industrial Relations and Personnel Management, New Delhi, Vikas Publishers
4. Singh JK 2004. Media and Public Relations New Delhi, A.P.H. Publishe Donald Treadwel 2004 Public Relations Writing, New Delhi, Sage Publications
5. Stephen P Banks 2004. Multi-Cultural Public Relations, New Delhi, Suraj Publications.

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K1 K2
II	CO2	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K1 K2
III	CO3	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K3 K4
IV	CO4	Lecture and presentation, tutorials, group	Quiz, assignments, tests, seminars, case analysis,	K3 K4 K5

		discussions, case study	student presentation	
V	CO5	Lecture and presentation, group discussions, case study	assignments, tests, seminars, case analysis, student presentation	K3 K4 K5

Bloom's Taxonomy:
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING												
Course Code and Course Name	**POs/ COs**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
MJMCSPR09: Strategic Communication & Public Relations	CO1	3	3	2	2	3	1	3	3	3	2	2
	CO2	3	3	2	1	2	1	3	3	3	3	3
	CO3	3	3	2	1	2	1	3	3	3	3	3
	CO4	3	3	2	1	2	1	3	3	3	3	2
	CO5	3	2	2	2	3	2	3	3	3	2	3
	Average	**3**	**2.8**	**2**	**1.4**	**2.4**	**1.2**	**3**	**3**	**3**	**2.6**	**2.6**

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low)
"2" – Moderate (Medium)
"3" – Substantial (High)
"-" – No correlation

	SYLLABUS	
School	Birla School of Communication	
Programme	MAJMC	
Batch	2024-26	
Semester	II	
Course Title	**Mobile Journalism**	
Course Code	MJMCMOJ17	
Credit	3	
Contact Hours (L-T-P)	2-0-2	
Course Type	Programme Core (PC)	
Course Objective	The objectives of this course are • To make students **understand** the basic concepts of MoJo • To make students **understand** the tools of mobile device • To enable students to **create** news stories with the mobile device • To **develop** the students ready for the future technology.	
Course Outcome (CO)	After completion of this course, students will be able to: CO1: **Understand** the basics of MoJo. CO2: **Apply** the tools and skills of MoJo. CO3: **Design** their own storytelling practice. CO4: **Analyze** the usage of MoJo Apps in the journalism practice. CO5: **Develop** a wide range of mobile content.	

	COURSE OUTLINE	
Module	**Description**	**CO Mapping**
I	Mobile Journalism Basic concept – definition, nature, and scope. Origin and development of Mobile Journalism. Advantages of Mobile Journalism. Challenges to Mobile Journalism. MOJO in India.	CO1
II	Skills required for Mobile Journalism. The workflow of Mobile Journalism content. Introduction to Mobile Journalism Apps. Type of apps. Apps for iOS. Apps for Android and Open-source Applications Global adoption and influence of the Mobile, Case Studies: Arab Revolution, Anna Hazare, Nirbhaya Incident, Ice-bucket challenge, Me too and other current trends like above.	CO2
III	MOJO's Basic Equipment, MOJO & Smartphone, Scope and reach of Smartphone, Overcoming the Limitations of Smartphone. The mobile phone – as an audio recording and editing podcasting tool. Usage of the Mobile camera for Photography and editing, Videography, and editing. Video Uploading.	CO3
IV	Traditional Media & MOJO, social media & MOJO, Audience Research and Engagement, Social media branding and Marketing, Storytelling and User Generated Content creations, Content marketing, Keyword marketing like SEO, SEM Audio Live streaming and platforms. Video Live streaming and platforms. Present trends in mobile journalism and apps developments	CO4
V	(Project)- The students have to complete the following assignments: 1) Audio News package and audio interview for podcasting	CO5

2) Video news package and video interview		
3) Video Live streaming and Audio Live Streaming		

Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books:

1. Mobile and Social Media Journalism: A Practical Guide (2017) by Anthony Adornato.
2. Bruce D. Itule and Douglas A. Anderson. News writing and reporting for today's media; McGraw Hill Publication, 2000.
3. M.L. Stein, Susan Paterno & R. Christopher Burnett. News writer's Handbook: An Introduction to Journalism; Blackwell Publishing,2006.
4. George Rodmann. Mass Media in a Changing World; Mcgraw Hill Publication,2007.
5. Carole Flemming and Emma Hemmingway. An Introduction to Journalism; Vistaar Publications,2006.

References:

1. Richard Keeble. The Newspaper's Handbook; Routledge Publication,2006
2. Singh, Ravindra Pratap 2001: Doorsanchar, Drashya, Paidrashya, Allahabad, Achariya Publication (1st ed.)
3. Gupta, Om, Jasra Ajay S. 2002; Information Technology in Journalism, N. Delhi, Kanishka Publication (1stedt.)
4. Harimohan 2002: Suchna Prodhyogiki Aur Jan Madhyam, New Delhi, Taxsila Prakashan (1st ed.)
5. Sharma, GK, Sharma, Hemant 2002, Suchna Prodhyogiki New Delhi, Atlantic Pub. (1st ed.)
6. Bansal, S.K. 2004: Information Technology, New Delhi, APH Publication

Facilitating the achievement of Course Outcomes				
Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and Presentations	Quiz, assignments, tests, small course projects, seminars, , field visits, case analysis, term papers, Media lab activities	K1, K2
II	CO2	Lecture and Presentations	Quiz, assignments, tests, small course projects, seminars, , field visits, case analysis, term papers, Media lab activities	K3
III	CO3	Lecture and Presentations	Quiz, assignments, tests, small course projects, seminars, , field visits, case analysis, term papers, Media lab activities,	K6
IV	CO4	Lecture and Presentations	Quiz, assignments, tests, small course projects, seminars, , field visits, case analysis, term papers, Media lab activities,	K4, K5
V	CO5	Lecture and Presentations	Projects and Assignments	K3, K6

Bloom's Taxonomy:
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING											
Course Code and Course Name	**POs/ COs**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
MJMCMOJ17 – Mobile Journalism	CO1	2	3	2	3	3	2	3	3	2	2	3
	CO2	3	2	2	2	3	2	3	3	3	2	3
	CO3	2	3	2	3	3	2	3	2	3	2	3
	CO4	3	2	2	2	3	2	3	3	2	2	3
	CO5	3	2	3	3	3	2	3	2	2	2	3
	Average	**2.6**	**2.4**	**2.2**	**2.6**	**3**	**2**	**3**	**2.4**	**2.4**	**2**	**3**

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low)
"2" – Moderate (Medium)
"3" – Substantial (High)
"-" – No correlation

	SYLLABUS	
School	Birla School of Communication	
Programme	MAJMC	
Batch	2024-26	
Semester	II	
Course Title	**Media Business, Laws & Ethics**	
Course Code	MJMCBLE11	
Credit	3	
Contact Hours (L-T-P)	3-0-0	
Course Type	Programme Core (PC)	
Course Objective	**Course Objectives**: This course will help students understand - The specifics of media business and management. - The practices and strategies specific to media management. - The legal and ethical issues as they pertain to the media and to think critically about their interpretation. - The various constitutional provisions, particularly those relating to the freedom of speech and expression. - The laws having implications for journalists.	
Course Outcome (CO)	Upon successful completion of the course, students will be able to: **CO1:** Learn the basics of media management and discuss the media ownership patterns in India. **CO2:** Analyze the structure and function of various media organization and understanding the mass media economics. **CO3:** - Students will be able to discuss the history of press legislation in India their implications on conduct of media. **CO4:** Students will be able to analyze the issue of media regulation in India. **CO5:** Students will be able to identify ethical issues faced by the media and discuss trends in commercialization of news	

COURSE OUTLINE		
Module	**Description**	**CO Mapping**
I	Media Management- definition, need, factors influencing media management, Mass Media ownership pattern- Sole proprietorship, Partnership, Company, Cooperation trust. Cross Media Ownership. Conglomerates, Media Chain & Groups. Role of managing Director, Managing Editor and editor in management, editing policy. Financial and legal aspects of media management.	CO1
II	Mass Media Economic -Media as an industry, business and profession. Structure and function of media organization – Newspaper, Television, News Agencies, A.I.R. Doordarshan. Government's Media Agency. Process, Problems and prospects of lunching media venture in India. FDI in Indian Media.	CO2

Module		
III	Brief history of press legislation in India. Law of Defamation. The Official Secrets Act. Contempt of Courts. Privileges of Parliament. The Copyright Act, R.T.I. Act.	CO3
IV	The Press and Registration of Books Act. Working Journalists and other Newspaper Employees Act. Cable Television Network (Regulation) Act. Information Technology Act.	CO4
V	Freedom of Speech and expression, constitutional provisions in India, Indian Press during emergency. Press censorship. Board of Film Certification of India. Media, ethics and social obligation. Code of ethics and Press Council recommendations. Yellow journalism. Code of Commercial Advertising in All India Radio and Doordarshan.	CO5

Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books & References

Text Books
1. Vanita Kohli: Khandekar 2006: The Indian media Business, New Delhi- Sage Publication.
2. James Redmind and Robert 2004: Trager 2004. Media Organization Management, London response books.
3. Biztantra, News Management, London, Willian Heiremamm Ltd.
4. Kothari, Gulab, Newspaper Management in India, Books from India or Oscar Publications (Delhi, DEL, India)
5. Rucker and Williams; Newspaper Organisation and Management; 4th Edition; (1974); Iowa State University Press.

References
1. Fink, Conrad; Strategic newspaper management; (1988); Random House
2. Sindhwani, T. N.; Newspaper Economics and Management; (1979); Ankur Publishing
3. Law and the Media – An Everyday Guide for Professionals – Crone
4. Media and Ethics – S K Aggarwal - Mass Media Laws and Regulations in India
5. K S Venkataramaiah - Press and the Law – An Grover - Press in Chains – Zamir Naizi

Facilitating the achievement of Course Outcomes				
Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation	Assignments, tests, seminars, group discussions, field visit, case analysis, term paper.	K1,K2,K4
II	CO2	Lecture and presentation	Assignments, tests, small course projects, field visit, case analysis, term paper.	K2,K4
III	CO3	Lecture and presentation	Assignments, tests, small course projects, seminars.	K1, K2, K4
IV	CO4	Lecture and presentation	Assignments, tests, small course projects.	K1, K2, K4
V	CO5	Lecture and presentation	Assignment and small course projects.	K3, K4, K5

Bloom's Taxonomy:
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING											
Course Code and Course Name	**POs/ COs**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
MJMCBLE11: **Media Business, Laws & Ethics**	CO1	3	2	2	2	3	2	3	2	2	2	3
	CO2	2	2	2	2	3	2	2	2	2	2	2
	CO3	2	2	2	2	3	3	3	2	3	2	2
	CO4	2	2	2	2	3	3	3	2	3	2	2
	CO5	3	2	3	3	3	1	2	2	2	3	2
	Average	**2.4**	**2**	**2.2**	**2.2**	**3**	**2.2**	**2.6**	**2**	**2.4**	**2.2**	**2.2**

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low)
"2" – Moderate (Medium)
"3" – Substantial (High)
"-" – No correlation

	SYLLABUS	
School	Birla School of Communication	
Programme	MAJMC	
Batch	2024-26	
Semester	II	
Course Title	**Integrated Marketing Communication**	
Course Code	MJMCIMC12	
Credit	3	
Contact Hours (L-T-P)	2-0-2	
Course Type	Programme Elective (PE)	
Course Objective	The objectives of this course are • To understand the concept and significance of Integrated Marketing Communication (IMC) in contemporary marketing practices. • To analyze the role of various communication channels in IMC strategies. • To develop skills in planning, executing, and evaluating IMC campaigns. • To explore the integration of traditional and digital marketing channels in IMC. • To cultivate critical thinking and problem-solving abilities in developing IMC solutions	
Course Outcome (CO)	After completion of this course, students will be able to: CO1: **Evaluate** the effectiveness of different communication channels in achieving marketing objectives. CO2: **Develop** comprehensive IMC plans tailored to specific target audiences and objectives CO3: **Integrate** traditional and digital marketing channels to create cohesive IMC strategies. CO4: **Apply** IMC principles to solve real-world marketing challenges. CO5: **Critically** analyze and assess IMC campaigns for optimization and improvement.	

	COURSE OUTLINE	
Module	**Description**	**CO Mapping**
I	Overview of IMC and its evolution, Theoretical frameworks in IMC Role of IMC in achieving marketing objectives Importance of synergy among communication channels.	CO1
II	Understanding consumer behavior and decision-making process Segmentation, targeting, and positioning (STP) strategies Application of consumer insights in IMC planning.	CO2
III	Traditional media channels (TV, radio, print) Digital media channels (social media, websites, email) Emerging trends and technologies in IMC.	CO3

				CO4
IV		Developing IMC Strategies Setting IMC objectives and goals Creative strategy and message development Media planning and budget allocation Integration of marketing mix elements in IMC		
V		Execution and monitoring of IMC campaigns Measurement and evaluation of campaign effectiveness Adjustments and optimization techniques for IMC campaigns Case studies and best practices in IMC		CO5

Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books & References

1. Integrated Advertising, Promotion, and Marketing Communications" by Kenneth E. Clow and Donald E. Baack.
2. "Advertising and Promotion: An Integrated Marketing Communications Perspective" by George E. Belch and Michael A. Belch.
3. "Strategic Integrated Marketing Communications" by Larry Percy and Richard Elliott
4. Integrated Marketing Communications Paperback – by Kirti Dutta
5. Advertising and Promotion: An Integrated Marketing Communications Perspective by George E Blech , Michael A Belch , Keyoor Purani.

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K1, K2
II	CO2	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K2, K3
III	CO3	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K6
IV	CO4	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K4, K5
V	CO5	Lecture and presentation, group discussions, case study	assignments, tests, seminars, case analysis, student presentation	K5, K6

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING												
Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
MJMCIMC12: **Integrated Marketing Communication**	CO1	3	3	3	3	3	3	3	3	3	3	3
	CO2	3	3	3	3	3	2	3	3	3	2	1
	CO3	3	3	1	1	3	1	3	3	1	1	3
	CO4	3	3	3	3	3	1	3	3	2	1	3
	CO5	3	2	3	3	3	2	3	2	3	3	2
	Average	**3**	**2.8**	**2.6**	**2.6**	**3**	**1.8**	**3**	**2.8**	**2.4**	**2.0**	**2.4**

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low)
"2" – Moderate (Medium)
"3" – Substantial (High)
"-" – No correlation

School	Birla School of Communication
Programme	MAJMC
Batch	2024-26
Semester	II
Course Title	**Event Management**
Course Code	MJMCEMN13
Credit	3
Contact Hours (L-T-P)	2-0-2
Course Type	Programme Elective (PE)
Course Objective	The objectives of this course are • To make the students understand the basics of event management. • To make the students understand the steps involved in planning and implementation of an event. • To enable students, comprehend the logistics and materials involved in conducting events. • To develop students' skills in the field of special events management. • To provide students with practical inputs for preparing event management proposal.
Course Outcome (CO)	After completion of this course, students will be able to: **CO1**-Understand the fundamentals of event management. **CO2**-Get a thorough idea about event planning and implementation **CO3**-Know event logistics and materials management **CO4**-Understand how to conduct special events. **CO5**- To create a portfolio of work to showcase their learning

COURSE OUTLINE

Module	Description	CO Mapping
I	Fundamentals of Events & Event Management What is event, types of events, event management-definition, concept, elements & principles, 5c's of event management, creativity in event, event process flow, legal aspects of event management	CO1
II	Event planning, production & Budgeting: Event proposal and presentation, event planning- event conceptualization, baseline plan, event lifecycle, scale of event planning, event production- pre-production, workflow for production, venue selection, onsite management, set designing, front/back stage management, post production & follow up, Event evaluation	CO2
III	Event logistics & Material Management: Event logistics- systematic approach to event logistics, event logistics checklist, venue management, staffing and catering, travel arrangement, vendors, hospitality, artist liaison, celebrity management, event coordination and techniques, safety and security, crisis management, communication management, material management- power, light, sound, microphone, mixing console, monitoring system, Audio- visual system- visualizer, projector, multi-screen set up, live camera set up, desk video monitoring, special effects,	CO3

		laser	
IV		Special events, Event Marketing and promotion: Special events-wedding and personal events, corporate events and functions, award ceremonies, socio-cultural events, political, sports, religious events, signature events, fairs, exhibition and entertainment, Event marketing and promotion	CO4
V		Assignment: Each student will be required to prepare complete outline of five events giving details of event proposal, planning, production design and Cue-sheet, event logistics, stage design, and management, execution and evaluation. Entertainment event, national conference, wedding, sports, fashion show.	CO5

Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books & References

Text Books:
1. Dr Asutosh Chaturvedi "Event Management" Global India Publications, New Delhi.
2. Purnima Kumarui "Event Management" Anmol Publishers New Delhi
3. Sandhya A.Kale"Event Management" Chandralok Prakasan
4. Karan Saxena"Event Management" Anubhav Publishing House

References:
1. D.G.Conway"Event Management Bible" Viva Books

Facilitating the achievement of Course Outcomes				
Module No.	**Course Outcomes (Cos)**	**Teaching and Learning Activity**	**Assessment Tools**	**Bloom's Taxonomy Level**
I	CO1	Lecture and presentation, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K1, K2
II	CO2	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K3,K4,K5
III	CO3	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K3, K4
IV	CO4	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K3,K5, K6
V	CO5	Lecture and presentation, group discussions, case study	assignments, tests, seminars, case analysis, student presentation	K3, K6

Bloom's Taxonomy:
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING											
Course Code and Course Name	**POs/ COs**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
MJMCEMN13 – Event Management	CO1	3	2	2	1	2	2	3	3	3	2	2
	CO2	3	2	2	1	2	2	3	3	3	2	2
	CO3	2	2	2	1	2	1	3	3	3	3	2
	CO4	2	2	1	1	2	1	3	3	3	2	2
	CO5	3	2	2	1	2	2	3	3	3	3	2
	Average	**2.6**	**2**	**1.8**	**1**	**2**	**1.6**	**3**	**3**	**3**	**2.4**	**2**

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low)
"2" – Moderate (Medium)
"3" – Substantial (High)
"-" – No correlation

SYLLABUS	
School	Birla School of Communication
Programme	MAJMC
Batch	2024-26
Semester	II
Course Title	**Screen Writing**
Course Code	MJMCSWR05
Credit	3
Contact Hours (L-T-P)	2-0-2
Course Type	Generic Elective (GE)
Course Objective	The objectives of this course are • To make students learn about the concepts of screenwriting • To develop a sense of the various narrative structure of screenwriting. • To develop creative skills for screenwriting. • To make students learn about various formats of screenwriting. • To develop the base of screenwriting and nurture the craft of writing for the visual medium of contemporary times.
Course Outcome (CO)	After completion of this course, students will be able to: CO1-**Understand** the concepts of screenwriting CO2-**Develop** capabilities to understand the narrative structure and forms for different visual genres. CO3-**Apply** and discover their own voice and skill of creative writing. CO4 **Demonstrate** their creative writing in different formats and styles. CO5-**Develop** skill to join any media organization as a Creative Writer, Content Developer, Story Writer, Screenplay Writer, and Dialogue Writer.

COURSE OUTLINE

Module	Description	CO Mapping
I	Introduction to screen Writing, Introduction to visual language, Basic concepts and genres, Forms of visual writings, Writing vs Screen Writing.	CO1
II	Introduction to visual writing, Introduction to visual writing for Film, TV, TV Bible, AD and Web series. Creative screen writing for children-based stories, Narrative forms, Scenes and Dialogues.	CO2
III	Development of Ideas and story, Basics of Writing for fiction and non-fiction, generation of Ideas and story, Basics of plot, structure, story and character. Introduction to Three act Structure.	CO3
IV	Introduction to script formats, Introduction to scripting formats for Short and feature film, TV Bible, Feature Treatment on Adaptation/Biopic/Reality-based fiction, AD and Web Series, uses of application and software of script writing	CO4
V	Project: Discussion and submission of two screenwriting projects in two different genres	CO5

Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books & References

1. "The Writer's Journey" by Christopher Vogler.
2. "How to Write a Selling Screenplay" by Christopher Keane.
3. Screenplay: The Foundations of Screenwriting by Syd Field
4. Screening and Discussion of Films like God Father, The Sixth Sense etc
5. Journal of Screenwriting
6. Bioscope Journal

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation	Group Discussion	K2
II	CO2	Lecture, presentation, screening and discussion.	Assignment and discussions.	K3
III	CO3	Lecture, presentation, screening and discussion.	Assignment and discussions.	K3, K6
IV	CO4	Lecture, presentation and workshop.	Project Assignment,	K4
V	CO5	Lecture and presentation.	Project Assignment.	K3, K6

Bloom's Taxonomy:
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
MJMCSWR05 - **Screen Writing**	CO1	2	3	3	2	1	2	3	3	2	2	2
	CO2	2	3	3	1	2	1	2	2	3	3	3
	CO3	3	2	2	2	2	1	2	3	2	2	3
	CO4	2	3	3	3	2	2	2	2	3	2	3
	CO5	2	3	2	2	2	2	3	2	3	3	3
	Average	**2.8**	**2.8**	**2.6**	**2.0**	**1.8**	**1.6**	**2.4**	**2.4**	**2.6**	**2.4**	**2.8**

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low)
"2" – Moderate (Medium)
"3" – Substantial (High)
"-" – No correlation

PROGRAMME STRUCTURE & COURSE OUTLINE

MASTER OF ARTS IN JOURNALISM & MASS COMMUNICATION

S. No.	Subject Code	Title of Paper			Teaching Load				
					L	T	P	CH	Credit
				SEMESTER - III					
1	MJMCMMR15	Research Methodology	**Programme Core (Compulsory)**		2	0	2	4	3
2	MJMCINT16	Internship			0	0	0	0	6
3	MJMCDFM10	Digital Film Making	**Programme Elective (Any One)**		2	0	2	4	3
4	MJMCPCM35	Political Communication							
5	MJMCWAG36	Web Designing , Animation & Graphics	**Generic Elective**		1	0	2	3	3
6	MJMCPRW20	Public Relations Writing	**Public Relations & Advertising**	Specialization (Any One)	2	0	2	4	3
7	MJMCCFA31	Advertising Copywriting			2	0	2	4	3
8	MJMCSRM22	Stakeholder Relations & Reputation Management			3	0	0	3	3
9	MJMCDAC37	Digital Media, Audience and Content Creation	**Digital Journalism**		2	0	2	4	3
10	MJMCDAJ33	Data Journalism			2	0	2	4	3
11	MJMCIAI38	Immersive Technology & Artificial Intelligence (AI)			3	0	0	3	3
		TOTAL			12	0	10	**22**	**24**

SYLLABUS	
School	Birla School of Communication
Programme	MAJMC
Batch	2024-26
Semester	III
Course Title	**Research Methodology**
Course Code	MJMCMMR15
Credit	3
Contact Hours (L-T-P)	2-0-2
Course Type	Programme Core (PC)
Course Objective	The objectives of this course are • To make students understand the concept and objectives of research • To make students understand significance of media research • To enable students, learn sampling, scaling techniques and data collection tools • To enable students to learn hypothesis testing and data analysis techniques, including statistical analysis.
Course Outcome (CO)	After completion of this course, students will be able to: CO1: **Understand** the development of critical thinking with respect to research in Communication CO2: **Apply** analytical and exploratory skills CO3: **Design** plans for research in the domain and research method suitable to their chosen topic/field of study CO4: **Analyze** information gathered in visual and graphic formats CO5: **Develop** the research plan, along with research methods, techniques of data interpretation and analysis.

COURSE OUTLINE

Module	Description	CO Mapping
I	Meaning, definitions and characteristics of research, types of research, research process, mass media research – meaning, objectives and significance	CO1
II	Basic elements of research – concepts – indicators- variables, hypothesis – types – characteristic of good hypothesis – hypothesis testing– research design-Sampling; Methods of Data collection: Observation, Interview, Questionnaire, content analysis and case study	CO2
III	Communication research methods- field observation, focus groups, intensive interviews, case studies. Content analysis, survey research, longitudinal research, experimental research, Mixed methods approach	CO3
IV	Research in print media, electronic media, advertising, P.R., media effects, internet and mass media research.	CO4
V	Use of statistics in communication research, basic statistical tools: measures of central Tendency mean, mode and median: measure of dispersion (standard deviation, Correlation and chi-square). Data analysis, use of Statistical software. Research ethics, Research report writing- components and style. Citation styles	CO5

	Evaluation	
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books

1. Srivastava, Vinay Kumar (ed) (2004) Methodology and Fieldwork, Oxford University Press: New Delhi.
2. Durkheim, Emile (1982, 1895), "The Preface" and "What is a Social Fact?" The Rules of Sociological Method, The Free Press, New York.
3. Babbie, Earl, 2004, (10th edition), The Practice of Social Research, Wadsworth/Thompson: Chennai, Ch 14, 16.
4. Wimmer. R.D, and Dominick J.R (2006), Mass Media Research – Processes, Approaches and Application (pg. 46-96, pg. 147-207), Wadsworth CENGAGE Learning, India Edition.
5. Bryman, Alan (2008), Social Research Methods, (pg. 137 – pg. 339), Oxford University Press, Oxford.
6. Somekh B, and Lewin C (Eds) (2005), Research Methods in the Social Sciences (pg. 198-225) Vistaar Publications (A division of Sage publications India Pvt Ltd), New Delhi
7. Allen M, Titsworth S, and Hunt K.S (2009), Quantitative Research in Communication (Pgs. 1-16), Sage Publications Inc.

References

1. Berger, A. 2000, Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Sage: London.
2. Geertz, Clifford. 1973. Thick description: toward an interpretative theory of culture. In The interpretation of cultures.
3. DeWalt, K. M., and B. R. DeWalt. 2002. Participant Observation: A Guide for Fieldworkers: Altamira Press.
4. Goffman, E (1989). On Fieldwork. Journal of Contemporary Ethnography, Vol.18; pp.123 – 132.
5. Pawson, Ray. 1996. Theorizing the interview. The British Journal of Sociology 47(2): 295-314.
6. Shweder, Richard. 1997. The surprise of ethnography. Ethos 25(2): 152-163.
7. Berger, Arthur A, 2005, Media Analysis Techniques, Sage: New Delhi, Ch 1.
8. Cortazzi, M.1999, 'Narrative analysis.' Ch. 23 in Alan Bryman and Robert Burgess, (eds.) Methods of qualitative research, Vol. II. Thousand Oaks, CA: Sage Publications.

Facilitating the achievement of Course Outcomes				
Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K1, K2
II	CO2	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K2, K3
III	CO3	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K6
IV	CO4	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K4, K5
V	CO5	Lecture and presentation, group discussions, case	assignments, tests, seminars, case analysis, student	K5, K6

		study		presentation	

Bloom's Taxonomy:
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING											
Course Code and Course Name	**POs/ COs**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
MJMCMMR15 – Research Methodology	CO1	3	3	1	1	3	1	3	3	1	1	3
	CO2	3	3	3	3	3	2	3	3	3	2	1
	CO3	3	3	1	1	3	1	3	3	1	1	3
	CO4	3	3	3	3	3	1	3	3	2	1	3
	CO5	3	2	3	3	3	2	3	2	3	3	2
	Average	**3**	**2.8**	**2.2**	**2.2**	**3**	**1.4**	**3**	**2.8**	**2**	**1.6**	**2.4**

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low)
"2" – Moderate (Medium)
"3" – Substantial (High)
"-" – No correlation

SYLLABUS	
School	Birla School of Communication
Programme	MAJMC
Batch	2024-26
Semester	III
Course Title	**Internship**
Course Code	MJMCINT16
Credit	6
Contact Hours (L-T-P)	0-0-0
Course Type	Programme Core (PC)
Course Objective	The objectives of this course are • To integrate theory and practice. • To assess interests and abilities in the field of study. • To explore career alternatives prior to graduation. • To develop communication, interpersonal and other critical skills in the job interview process. • To gain work experience in the preferred or specialized area.
Course Outcome (CO)	After completion of this course, students will be able to: CO1: **Understand** the elements and characteristics of communication research. CO2: **Apply** knowledge and understand the significance of different means of literature review. CO3: **Design** plans for research in the domain. CO4: **Analyze** media effects and accountability of media. CO5: **Develop** the understanding of the new trends in Mass Communication

COURSE OUTLINE

	Description	CO Mapping
	Each student will have to undergo a six-week internship in any media organization such as newspapers, magazines, radio and television, agencies of advertising and public relations /corporate communication units (identified by the students and faculty jointly / individually) facilities for which are available locally or regionally. Marking is to be made by the organization after the internship. Each student shall submit to the department a copy of the internship certificate obtained from the concerned internship organizations.	CO1, CO2, CO3, CO4, CO5

Evaluation		
	Summer Internship	
Mode of Evaluation	Continuous Evaluation	Presentation and Viva
Weightage	40	60

	Text Books and References			
	NOT APPLICABLE			

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K1, K2
II	CO2	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K2, K3
III	CO3	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K6
IV	CO4	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K4, K5
V	CO5	Lecture and presentation, group discussions, case study	assignments, tests, seminars, case analysis, student presentation	K5, K6

Bloom's Taxonomy:
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
MJMCINT16 - **Internship**	CO1	3	3	1	1	3	1	3	3	1	1	3
	CO2	3	3	3	3	3	2	3	3	3	2	1
	CO3	3	3	1	1	3	1	3	3	1	1	3
	CO4	3	3	3	3	3	1	3	3	2	1	3
	CO5	3	2	3	3	3	2	3	2	3	3	2
	Average	3	2.8	2.2	2.2	3	1.4	3	2.8	2	1.6	2.4

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low)
"2" – Moderate (Medium)
"3" – Substantial (High)
"-" – No correlation

	SYLLABUS
School	Birla School of Communication
Programme	MAJMC
Batch	2024-26
Semester	III
Course Title	**Digital Film Making**
Course Code	MJMCDFM10
Credit	3
Contact Hours (L-T-P)	2-0-2
Course Type	Programme Elective (PE)
Course Objective	The objectives of this course are • To make students understand the film genres in the present time. • To make students learn about sound and light for digital filmmaking. • To develop and nurture the skills required for digital filmmaking. • To enable students' digital filmmaking production skills. • To develop students' creative skills in digital filmmaking to gain employment in the entertainment industry.
Course Outcome (CO)	After completion of this course, students will be able to: CO1- **Develop** an understanding of different film genres. CO2- **Analyze** thoroughly about light and sound for digital filmmaking CO3-**Apply** their own voice for telling the story through films. CO4 **Develop** capabilities to handle all aspects of different stages of digital film production. CO5- **Create** and produce digital film as a tool for communication.

COURSE OUTLINE

Module	Description	CO Mapping
I	Introduction to Films, Film as a visual medium, Film timeline and contemporary films, Fiction and Non-fiction films, short films, Films on children, Science through films, Documentaries, AD films, and Corporate films.	CO1
II	Introduction to Sound and Light, Basics of sound, elements, tools, and techniques of sound for films, Applications and software for sound creation and editing, Fundamentals of lights for digital film making.	CO2
III	Basics of Film Writing, Introduction to film writing, concepts, formats and genres, Story development, Narrative styles, structure, and three-act Structure.	CO3
IV	Introduction to Film Production**,** Basics of film proposal writing for digital film making, developing the budget for digital film making, Basics of film production skills, and techniques for digital film making through Camera and mobile.	CO4
V	Introduction to Film Editing and Project, Principals of film editing tools and techniques. **Project** – Submission of 1-to-3-minute digital film proposal and final film	CO5

<table>
<tr><td colspan="3">Evaluation</td></tr>
<tr><td></td><td colspan="2">Theory</td></tr>
<tr><td>Mode of Evaluation</td><td>Continuous Evaluation</td><td>End Semester Examination</td></tr>
<tr><td>Weightage</td><td>40</td><td>60</td></tr>
</table>

Text Books and References

Text Books:
1. The Digital Filmmaking Handbook: The definitive guide to digital filmmaking by Doug Harman.
2. Digital Film-making Revised Edition by Mike Figgis
3. Writing for The Cut, Greg Loftin.

References:
Screening and discussions on films like, Light Camera Action, Ayodya Gatha, Amdawaad Maa Famous, Indira, In Camera, Carol Women, Aani Mani, Writing with fire and other international films

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture, presentation, film screening, and discussion.	Group Discussion	K2
II	CO2	Lecture, presentation, Practical exercise, film screening, and discussion.	Assignment and studio lab activities, Film festival visit.	K3
III	CO3	Lecture, presentation, practical exercise.	Assignment and studio lab activities	K3. K6
IV	CO4	Lecture and presentation	Project Assignment, Film festival visit.	K4
V	CO5	Lecture, presentation, and studio exercise	Project Assignment.	K3, K6

Bloom's Taxonomy:
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
MJMCDFM10 – **Digital Film Making**	CO1	3	3	3	2	2	2	3	3	2	3	2
	CO2	3	3	3	2	3	1	2	2	3	2	3
	CO3	3	2	2	2	2	2	2	3	2	3	2
	CO4	2	3	3	3	2	3	2	3	3	2	3
	CO5	2	3	3	2	2	2	3	2	3	3	3
	Average	**2.6**	**2.8**	**2.8**	**2.2**	**2.2**	**2.0**	**2.4**	**2.6**	**2.6**	**2.6**	**2.6**

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low)
"2" – Moderate (Medium)
"3" – Substantial (High)
"-" – No correlation

School	Birla School of Communication
Programme	MAJMC
Batch	2024-26
Semester	III
Course Title	**Political Communication**
Course Code	MJMCPCM35
Credit	3
Contact Hours (L-T-P)	2-0-2
Course Type	Programme Elective (PE)
Course Objective	The objectives of this course are • To identify the key theoretical and conceptual issues in the study of political communication • To infer the relationship between media, politicians and citizens • To articulate the use of various media for effective political communication • To devise research methods and techniques in political strategization • To appraise how political candidates and elected officials employ and are constrained by communication.

Course Outcome (CO)	After completion of this course, students will be able to:
	    CO1 - Remember the relation between politics and communication.
	    CO2 - Understand how media tools help further political communication
	    CO3 - Analyse the roles of various stakeholders in political communication
	    CO4 - Articulate the use of various media for campaign building and strategizing
	    CO5 - Evaluate the use of research in modern political communication

COURSE OUTLINE

Module	Description	CO Mapping
I	Introduction to Political Communication: Definitions, Scope, and Importance; Application of Key Theories and Models in Political Communication (Agenda Setting, Framing, Spiral of Silence, etc.); Role of Communication in Political Socialization and Opinion Formation; Public Sphere.	CO1
II	Relationship between Media and Political Actants; Press Conferences, Briefings, Releases; Interviewing Politicians and Interviews by Politicians; Image and Personality Building; Strategic uses of Symbolic and Non-Verbal political language.	CO2
III	Understanding Political Campaigns: Strategies, Messages, and Target Audiences; Analysis of Successful Political Campaigns in India; Comparative Study of International Political Campaigns; Role of Party Secretaries and Spokespersons; Fact-Checking, Misinformation, and Spin; Opinion Polls and Exit Polls; Voter Turnout, Swing, Mandate, Governance and Communication	CO3
IV	Role of Advertising, and Public Relations in Political Communication; Impact of Social Media and Digital Technologies on Political Discourse; Representation of Politics in Film and Television: Portrayals, Biopics, and Satire; Propaganda and its impact.	CO4
V	Research in Political Communication; Psephology; Understanding Voting Behavior, Constituency Demographics and Media Effects through	CO5

		Research; Electoral Financing, Voter Education, Election Management; Innovative Communication Techniques in Modern Campaigns; Ethics and Challenges of Political Communication.	

Evaluation		

	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books:
1. The SAGE Handbook of Political Communication by Holli A Semetko and Margaret Scammell (ed.)
2. An Introduction to Political Communication by Brian McNair
3. Political Communication in Contemporary India: Locating Democracy and Governance by Yatindra Singh Sisodia, Pratip Chattopadhyay (ed.)
4. Political Communication- The Indian Expereince (Set of 2 Volumes) by Kiran Prasad.

References:
1. Media Politics – A Citizen`s Guide (3e) by Shanto Iyengar
2. Is Anyone Responsible?: How Television Frames Political Issues by Shanto Iyengar
3. Politics and the Media: Intersections and New Directions by Jane Hall
4. Visual Politics in the Global South by Anastasia Veneti, Maria Rovisco (ed.)
5. Social Media and Politics in India by Raj Padhiyar
6. How to Win an Indian Election: What Poli: What Political Parties Don't Want You to Know by Shivam Shankar Singh
7. 2019: How Modi Won India by Rajdeep Sardesai
8. 2014: The Election That Changed India by Rajdeep Sardesai
9. How Prime Ministers Decide by Neerja Chowdhury
10. An Undocumented Wonder: The Great Indian Election by S.Y. Quraishi.

Facilitating the achievement of Course Outcomes				
Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture, presentation, and discussion.	Test, Assignment and Group Discussion	K2, K4
II	CO2	Lecture, presentation, screening, and discussion	Test, Assignment and Term Paper Presentation	K5
III	CO3	Lecture, presentation, screening, and discussion.	Test, Assignment and Group Discussion	K3, K6
IV	CO4	Lecture, Presentation, screening, and Discussion	Group Discussion, Term Paper Presentation	K2, K5
V	CO5	Lecture, presentation, screening and Discussion.	Group Discussion, Term Paper Presentation	K1, K4

Bloom's Taxonomy:
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING												
Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
MJMCPCM35 - **Political Communication**	CO1	1	2	3	3	-	-	1	1	2	1	3
	CO2	2	3	3	2	2	-	2	2	3	2	3
	CO3	3	3	3	1	3	1	2	2	3	3	2
	CO4	3	3	2	2	3	1	2	3	3	2	2
	CO5	3	2	3	2	3	1	2	2	2	3	3
	Average	**2.4**	**2.6**	**2.8**	**2**	**2.2**	**0.6**	**1.8**	**2**	**2.6**	**2.2**	**2.6**

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low); **"2"** – Moderate (Medium); **"3"** – Substantial (High); **"-"** – No correlation

School	Birla School of Communication
Programme	MAJMC
Batch	2024-26
Semester	III
Course Title	**Web Designing, Animation & Graphics**
Course Code	MJMCWAG36
Credit	3
Contact Hours (L-T-P)	1-0-2
Course Type	Generic Elective (GE)
Course Objective	The objectives of this course are • To make students **understand** the basics of Web Design, Animation & Graphics • To make students **understand** the process of websites and animations. • To enable students to **create** their own websites and animated content. • To **develop** the students to make complete Websites, graphics, and animated content
Course Outcome (CO)	After completion of this course, students will be able to: CO1- **Understand** the basics of **web design, Animation, and graphics**. CO2- **Apply** knowledge and understand the significance of **Web Design, Animation, and graphics**. CO3- **Design** plans for **websites, Animations, and graphics**. CO4 - **Analyze the process and importance of website design Animation and graphics**. CO5- **Develop** an understanding of the new trends in **website design, Animation and graphics**.

COURSE OUTLINE

Module	Description	CO Mapping
I	**Web Design Principles** Origin and nature of Web Design: Exploration of advanced web design principles, including layout, typography, colour theory, and user experience (UX) design. In-depth study of responsive web design techniques and frameworks for designing across multiple devices and screen sizes, Practical exercises and assignments to apply advanced web design principles using industry-standard tools and software	CO1
II	**Interactive Web Development** Introduction to advanced front-end development languages and frameworks, such as HTML5, CSS3, JavaScript, and libraries like jQuery and React. Hands-on exercises to create interactive elements, animations, and user interfaces for web applications. Examination of user interaction design principles and usability testing methodologies	CO2
III	**Animation Techniques and Motion Graphics** Exploration of animation principles and techniques for creating dynamic and engaging animations. In-depth study of motion graphics software, such as Adobe After Effects, and Adobe Animate, for creating animated visual effects and storytelling elements. Practical projects to develop animation skills and apply motion graphics techniques to web design projects	CO3

		Advanced Graphics and Visual Effects	CO4
IV		Advanced study of graphic design principles, including composition, typography, and visual hierarchy. Introduction to advanced graphics software, such as Adobe Photoshop and Illustrator, for creating digital illustrations, icons, and visual effects. Hands-on projects to create custom graphics and visual elements for web design and animation projects.	
V		**Emerging Trends and Future Directions**	CO5
		Exploration of emerging trends and technologies in web design, animation, and graphics, such as virtual reality (VR), augmented reality (AR), and interactive storytelling. Discussion on the future of digital media and its impact on web design and visual communication. Final project integrating advanced techniques and concepts learned throughout the course, with an emphasis on innovation and creativity.	

Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books

1. Krug, S. (2006). Don't Make Me Think: A Short, Sharp Look at How Users Make Mental Models and Interact with Websites.
2. Bryant, A. (2016). Refactoring CSS: Modular Design for Flexible and Maintainable Styles.
3. Marcotte, E. (2011). Responsive Web Design.
4. Keith, J. (2016). Web Design for Everybody.
5. World Wide Web Consortium (W3C). (Eds.). (2024). Setting the Standard: The Official Guide to HTML & CSS (latest edition).
6. Williams, R. (2009). The Animator's Survival Kit.
7. Johnston, O., & Thomas, F. (1981). Illusion of Life: Disney Animation.
8. Becker, E. (2011). Timing for Animation.
9. Stanchfield, W. (2009). The Animator's Field Guide.
10. Beasley, U. (2005). Principles of Traditional Animation.
11. Dabner, D. (2017). Graphic Design School.
12. Lupton, E. (2014). Thinking with Type.
13. Müller-Brockmann, J. (1968). Grid Systems in Graphic Design.
14. Kleon, A. (2012). Steal Like an Artist.
15. Norman, D. A. (2013). The Design of Everyday Things.

Facilitating the achievement of Course Outcomes				
Module No.	**Course Outcomes (Cos)**	**Teaching and Learning Activity**	**Assessment Tools**	**Bloom's Taxonomy Level**
I	CO1	Lecture and presentation, group discussions, case-study.	Quiz, assignments, tests, seminars, case analysis, student presentation	K1, K2
II	CO2	Lecture and presentation, group discussions, case study.	Quiz, assignments, tests, seminars, case analysis, student presentation	K2, K3

III	CO3	Lecture and presentation, group discussions, case study.	Quiz assignments, tests, seminars, case analysis, and student presentation.	K6
IV	CO4	Lecture and presentation, group discussions, case-study	Quiz, assignments, tests, seminars, case analysis, Student presentation.	K4, K5
V	CO5	Lecture and presentation, group discussions, case study.	Quiz assignments, tests, seminars, case analysis, and student presentation.	K3, K6

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING												
Course Code and Course Name	**POs/ COs**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
MJMCWAG36 – **Web Design, Animation & Graphics**	CO1	2	3	3	2	3	1	3	3	3	3	3
	CO2	3	3	2	3	3	1	3	2	3	2	3
	CO3	2	3	3	2	3	1	3	3	3	3	3
	CO4	2	3	3	2	3	1	3	3	3	3	3
	CO5	3	3	3	3	3	1	3	3	3	2	3
	Average	**2.4**	**3**	**2.8**	**2.4**	**3**	**1**	**3**	**2.8**	**3**	**2.6**	**3**

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low)
"2" – Moderate (Medium)
"3" – Substantial (High)
"-" – No correlation

SYLLABUS

School	Birla School of Communication
Programme	MAJMC
Batch	2024-26
Semester	III
Course Title	**Public Relations Writing**
Course Code	MJMCPRW20
Credit	3
Contact Hours (L-T-P)	2-0-2
Course Type	Programme Core (PC) – Specialization
Course Objective	The objectives of this course are • To make students understand the fundamentals of PR writing. • To make students understand the strategic role of PR writing. • To enable students design effective message delivery through their writing. • To develop story writing skills useful in PR. • To build their expertise for powerful writing.
Course Outcome (CO)	After completion of this course, students will be able to: **CO1**-Writing compelling content by following persuasive styles of writing and rules of grammar. **CO2**-Creating PR materials that cater strategically to communication objectives of the client. **CO3**-Creating tailored communication by including content, style and format based on the target audience. **CO4**-Develop confidence and story writing skills needed to thrive in the PR industry. **CO5**-Hands-on training for planning, pre-writing, editing and rewriting.

COURSE OUTLINE

Module	Description	CO Mapping
I	Basics of good writing, style, grammar, the framework of PR writing, guidelines for PR writing, errors to avoid	CO1
II	Factors in persuasive writing, strategies for persuasive writing, Press Releases, photo captions, Pitch letter	CO2
III	Backgrounder, speech writing, special events, brochures, flyers, newsletter financial writing, PSA,	CO3
IV	Writing for Broadcast, web & social media, magazines, position papers, crisis communication, media kit	CO4
V	Writing Assignments and Media-Kit Project	CO5

Evaluation

	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books
1. Public Relations Writing-Principles in Practice (SECOND EDITION) by Donald Treadwell &Jill B.Treadwell - Westfield State University
2. Public Relations Writing: The Essentials of Style and Format (8th Edition) by Thomas Bivins
3. The Public Relations Writer's Handbook By Whitney Lehmann (2020)
4. Multimedia Writing for Public Relations, Advertising and More By Charles Marsh, David W. Guth, Bonnie Poovey

References
1. Becoming a Public Relations Writer: A Writing Workbook for Emerging and Established Media, by Ronald D. Smith.

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture, presentation, screening, and discussion.	Group Discussion	K1 K2
II	CO2	Lecture, presentation, screening, and discussion.	Assignment and Term Paper presentation	K2 K3 K4
III	CO3	Lecture, presentation, screening, and discussion.	Assignment and Group Discussion, Film Festival Visit.	K2 K3 K6
IV	CO4	Lecture, Presentation, screening, and Discussion	Project Assignment, Term Paper presentation, Film Festival visit.	K6
V	CO5	Lecture, presentation, screening and Discussion.	Project Assignment.	K6

Bloom's Taxonomy:
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
MJMCPRW20 – **Public Relations Writing**	CO1	3	3	2	1	3	2	3	3	3	3	3
	CO2	3	3	2	1	2	1	3	3	3	3	3
	CO3	3	3	2	1	2	1	3	3	3	3	3
	CO4	3	3	2	1	2	1	3	3	3	3	2
	CO5	3	3	2	1	2	1	3	3	3	3	2
	Average	**3**	**3**	**2**	**1**	**2.2**	**1**	**3**	**3**	**3**	**3**	**2.6**

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low); **"2" –** Moderate (Medium); **"3" –** Substantial (High); **"-" –** No correlation

	SYLLABUS	
School	Birla School of Communication	
Programme	MAJMC	
Batch	2024-26	
Semester	III	
Course Title	**Advertising Copywriting**	
Course Code	MJMCCFA31	
Credit	3	
Contact Hours (L-T-P)	2-0-2	
Course Type	Programme Core (PC) – Specialization	
Course Objective	The objectives of this course are to provide • To make students understand the importance and process of advertising copywriting. • To make students understand the fundamentals of copywriting in advertisement. • To enable students, create advertisement across various media platforms. • To develop appeals that attracts the audience. • To prepare advertisements that showcase creativity.	
Course Outcome (CO)	After completion of this course, students will be able to: **CO1**-Learn about the creative process from ideation to implementation **CO2**- Learn essential copywriting skills **CO3**-Create Print advertisements, TVC, radio commercials and online advertisements. **CO4**-Use language that has emotion, humour, depth and power to engage audience. **CO5**-Create a portfolio as a display of own work.	
COURSE OUTLINE		
Module	Description	CO Mapping
I	Essentials of copywriting- principles, elements, types, copywriting techniques. Evolution of advertising copywriting. Importance of effective copy in advertising. Understanding the role of copywriters in advertising agencies.	CO1
II	Difference between copywriting and Content Writing. Identifying target audiences. Types and techniques of audience analysis. Creating buyer personas. Writing headlines, creating the right appeal, more copywriting techniques, special requirement for each medium.	CO2
III	Writing for print, TV, radio and online media. Formatting of body copy. Using storytelling techniques in body copy. Basics of creating CTAs. Social media and copywriting. Basics of keyword research and integration of SEO in ad copy	CO3
IV	Copywriters as communicators, creativity and research. Ethical considerations in advertising. Responsibilities of copywriters. Case studies of ethical and unethical advertising campaigns.	CO4
V	Writing assignments and preparation of copywriting portfolio. Copywriting projects for different media- print, TV, radio and digital platforms. Writing assignments and preparation of portfolio.	CO5

<table>
<tr><td colspan="3" align="center">**Evaluation**</td></tr>
<tr><td></td><td colspan="2" align="center">**Theory**</td></tr>
<tr><td>**Mode of Evaluation**</td><td align="center">Continuous Evaluation</td><td align="center">End Semester Examination</td></tr>
<tr><td>Weightage</td><td align="center">40</td><td align="center">60</td></tr>
</table>

Text Books and References

Text Books:
1. The craft of Copywriting by June Valladares, Sage India
2. Copywriting By J.Jonathangabay Frsa
3. Copywriting: Successful Writing For Design, Advertising And Marketing Book By Mark Shaw
4. The Adweek Copywriting Handbook: The Ultimate Guide To Writing Powerful Advertising And Marketing Copy From One Of America′S Top Copywriters Paperback –By Joseph Sugarman
5. The Copywriters Handbook: A Step-By-Step Guide To Writing Copy That Sells Book By Robert Bly

Reference
1. Words That Sell: More Than 6000 Entries To Help You Promote Your Products, Services, And Ideas Paperback – By Richard Bayan Sullivan, Sam Bennett, Edward Boches.

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation	Quiz, assignments, tests, small course projects, seminars, group discussions, field visits, case analysis, term papers, Media lab activities	K1, K2
II	CO2	Lecture and presentation	Quiz, assignments, tests, small course projects, seminars, group discussions, field visits, case analysis, term papers, Media lab activities	K3, K4, K6
III	CO3	Lecture and presentation	Quiz, assignments, tests, small course projects, seminars,	K3, K4, K6
IV	CO4	Lecture and presentation	Assignments, tests, small course projects,	K1, K2. K3
V	CO5	Lecture and presentation	Projects and Assignments	K3, K4, K6

Bloom's Taxonomy:
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING

Course Code and Course Name	POs/ COs	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2	PSO 3	PSO 4
MJMCCFA31-	CO1	3	3	2	1	2	1	3	3	3	3	2
	CO2	3	3	2	1	2	1	3	3	3	3	2
	CO3	3	3	2	1	2	1	3	3	3	3	2

<table>
<tr><td colspan="2" align="center">SYLLABUS</td></tr>
<tr><td>School</td><td>Birla School of Communication</td></tr>
<tr><td>Programme</td><td>MAJMC</td></tr>
<tr><td>Batch</td><td>2024-26</td></tr>
<tr><td>Semester</td><td>III</td></tr>
<tr><td>Course Title</td><td>Stakeholder Relations & Reputation Management</td></tr>
<tr><td>Course Code</td><td>MJMCSRM22</td></tr>
<tr><td>Credit</td><td>3</td></tr>
<tr><td>Contact Hours (L-T-P)</td><td>3-0-0</td></tr>
</table>

Advertising Copywriting	CO4	3	3	2	1	2	1	3	2	3	3	3
	CO5	3	3	1	1	2	1	3	3	3	3	3
	Average	**3**	**3**	**1.8**	**1**	**2**	**1**	**3**	**2.8**	**3**	**3**	**2.4**

Course Type	Programme Core (PC) – Specialization
Course Objective	The objectives of this course are to provide • Necessary skills and knowledge to undertake roles and responsibilities involving a decent stake holder relationship. • Knowledge about management of reputation of the organization • Skill sets on online branding and devise action plans to minimize the impact of negative branding. • Skills to effectively communicate with all stakeholder groups. • Ideas to engaging with stakeholders in a way that produces stronger results from a time, cost and quality perspective.
Course Outcome (CO)	After completion of this course, students will be able to: **CO1**- Learn the fundamentals of stake holders' relationship and its need. **CO2**- Discuss the different types of stakeholders and the relationship between organizations and stakeholders. **CO3**- Analyze the guidelines that strengthen stakeholder relations. **CO4**- Identify the importance and objectives of reputation management **CO5**- Understand role and use of media in reputation management and develop a strategy for introducing a reputation programme.

COURSE OUTLINE		
Module	**Description**	**CO Mapping**
I	Stake Holder- Meaning and Definition, Role and importance of stake holders in an organization, the needs of stakeholder relationship, expectations, and perceptions of stakeholders.	CO1
II	Internal & External Stakeholders: donors, employees, board members, clients, volunteers, suppliers, government and public. Approaches in stake holder management, Stake holder's attitude, and Stakeholder Relations- personal and business-based relationships with stake holders, how organizations and stakeholders affect each other?	CO2

III	Strengthening Stakeholder Relations: Assess the Strength Of the Relationship, Build Stakeholders Trust In The Organization, Pay Attention And Respond To What Stakeholders Say And Do. Demonstrate Commitment To Stakeholders, Satisfy Stakeholders , Good Community Relationship.	CO3
IV	Reputation-definition, meaning and importance. Components of reputation; perception vs reality. How successful companies build winning reputation?	CO4
V	Reputation Management:Concept,meaning,role of reputation management in public relations and corporate communication, managing reputation during a crisis, measuring and monitoring of reputation, employees as champion of reputation, strategies for reputation management; control over issues, crises, reputation management and CSR.	CO5

Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books:

1. Stakeholder Relationship Management, Lynda Bourne, A Maturity Model for Organisational Implementation, Published by Gower Publishing Limited
2. Reputation Management and Family Business, Zdzisława Dacko-Pikiewicz, First published in 2022 by Routledge

References

1. Reputation Management by John Doorley
2. Reputation Management: The Future of Corporate Communications and Public Relations (PRCA Practice Guides) Kindle Edition,by Tony Langham.
3. Crisis, Issues and Reputation Management Book by Andrew Griffin

Facilitating the achievement of Course Outcomes				
Module No.	**Course Outcomes (Cos)**	**Teaching and Learning Activity**	**Assessment Tools**	**Bloom's Taxonomy Level**
I	CO1	Lecture and presentation	Assignments, tests, seminars, group discussions, field visit, case analysis, term paper.	K1, K2
II	CO2	Lecture and presentation	Assignments, tests, small course projects, field visit, case analysis, term paper.	K2, K4
III	CO3	Lecture and presentation	Assignments, tests, small course projects, seminars.	K2, K3
IV	CO4	Lecture and presentation	Assignments, tests, small course projects.	K1, K2
V	CO5	Lecture and presentation	Assignment and small course projects.	K3, K5

Bloom's Taxonomy:
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING											
Course Code and Course Name	**POs/ COs**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
MJMCSRM22 – **Stakeholder Relations & Reputation Management**	CO1	2	3	3	3	2	2	2	2	2	3	3
	CO2	2	2	1	2	1	3	2	3	2	2	2
	CO3	2	3	2	3	1	2	2	3	2	3	3
	CO4	3	2	2	2	3	2	2	3	2	3	2
	CO5	2	3	2	2	3	2	3	2	3	3	2
	Average	**2.2**	**2.6**	**2**	**2.2**	**2**	**2.2**	**2.2**	**2.6**	**2.2**	**2.8**	**2.4**

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low); **"2"** – Moderate (Medium); **"3"** – Substantial (High); **"-"** – No correlation

SYLLABUS	
School	Birla School of Communication
Programme	MAJMC
Batch	2024-26
Semester	III
Course Title	**Digital Media, Audience and Content Creation**
Course Code	MJMCDAC37
Credit	3
Contact Hours (L-T-P)	2-0-2
Course Type	Programme Core (PC) – Specialization
Course Objective	The objectives of this course are • To make students understand the role of digital media in contemporary society • To enable students to analyze online audiences • To enable students in developing content creation strategies for specific audience segments • To help students apply social media marketing techniques to promote digital content • To enable students to use analytics tools for evaluating campaign effectiveness
Course Outcome (CO)	After completion of this course, students will be able to: CO1: **Understand** the fundamentals of digital media CO2: **Analyze** audience behavior and engagement on digital platforms CO3: **Create** digital content tailored to specific audiences CO4: **Apply** social media for promoting digital content CO5: **Evaluate** the effectiveness of digital media campaigns

COURSE OUTLINE

Module	Description	CO Mapping
I	Introduction to digital media, historical context and evolution, Theories of Digital media	CO1
II	Understanding audience analysis and segmentation, media consumption patterns, User-generated content and participatory culture	CO2
III	Writing for digital platforms, Visual storytelling, Multimedia production, Creating platform-specific strategies, Transmedia storytelling	CO3
IV	Content optimization and engagement techniques, On-page and off-page SEO strategies, Keyword research, Influencer marketing and Creator economy	CO4
V	Audience segmentation and targeting, SEO analytics, performance tracking and measurement	CO5

Evaluation

	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books:

1. Napoli. Audience Evolution: New Technologies and the Transformation of Media Audiences. Columbia University Press, 2011
2. Rach, Halvorson. Content Strategy for the Web. Pearson Education, Second Edition, 2012
3. Pulizzi. Epic Content Marketing: How to Tell a Different Story, Break Through the Clutter, and Win More Customers by Marketing Less. McGraw Hill, First Edition, 2013
4. Kawasaki, Fitzpatrick. The Art of Social Media: Power Tips for Power Users. 2014C

References:

1. Russo, Angelina, and Jerry Watkins. "New literacy new audiences: Social media and cultural institutions." Electronic Visualisation and the Arts (EVA 2008). BCS Learning & Development, 2008.
2. Hansen, Stian Marton. The Digital Audience-How social media platforms encourage behavior between content creators and their audiences. MS thesis. The University of Bergen, 2021.
3. Vartanova, E. L. E. N. A. "Media in digital society: Challenges of active audience." About Global Media Journal (2014)

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K1, K2
II	CO2	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K3, K5
III	CO3	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K2, K3, K4
IV	CO4	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K3, K4, K6
V	CO5	Lecture and presentation, group discussions, case study	Project assessment	K4, K5, K6

Bloom's Taxonomy:
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

	CO, PO & PSO MAPPING										
Course Code and Course Name	**POs/ COs**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
MJMCDAC37- **Digital Media, Audience and Content Creation**	CO1	2	2	2	2	2	1	3	2	2	2	2
	CO2	3	3	3	2	2	1	3	2	2	3	3
	CO3	3	3	3	3	2	2	3	2	3	3	3
	CO4	3	3	3	2	2	1	3	2	3	3	2
	CO5	3	2	3	2	3	1	2	2	2	3	3
	Average	**2.8**	**2.6**	**2.8**	**2.2**	**2.2**	**1.2**	**2.8**	**2**	**2.4**	**2.8**	**2.6**

Correlation level 1, 2 and 3 as defined below:
"1" – Slight (Low); **"2"** – Moderate (Medium); **"3"** – Substantial (High); **"-"** – No correlation

SYLLABUS

School	Birla School of Communication
Programme	MAJMC
Batch	2024-26
Semester	III
Course Title	**Data Journalism**
Course Code	MJMCDAJ33
Credit	3
Contact Hours (L-T-P)	2-0-2
Course Type	Programme Core (PC) – Specialization
Course Objective	The objectives of this course are • To make students understand the concept of data journalism • To make students understand significance of data • To enable students to visualize the data • To develop data visualization skills among the students.
Course Outcome (CO)	After completion of this course, students will be able to: CO1: **Understand** the basics and the history of data journalism. CO2: **Apply** knowledge and understand data and its implications. CO3: **Design** plans for research in the domain. CO4: **Analyze** and sort data for stories. CO5: **Develop** the stories by visualizing the data.

COURSE OUTLINE

Module	Description	CO Mapping
I	Concept and nature & History of DATA Journalism, National and International perspective, Relevance and Critique.	CO1
II	Resources of data for stories, Analyzing Data – Compile, Clean, Context, Combine, Communicate Data journalism – Newsroom team.	CO2
III	INTERPRETING DATA**:** Sorting Data – Tools and Techniques, Ethics and Concerns, writing stories based on Data Visualization of Data – Infographics, Bubble plots, interactive visualization.	CO3
IV	DATA JOURNALISM: CASE STUDIES**:** Contemporary examples - Wikileaks (Afghan war logs), Panama papers, Cambridge Analytica Collaborations – Media organizations and individuals.	CO4

V	PROJECT WORK**:** Writing a data-driven news story, Publishing the data-driven news story world wide web.		CO5

Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books:
1. Franklin, Bob, and Lily Canter.
2. The Key Concepts. Routledge, 2019.
3. Grueskin, Bill, et al. The Story so Far: What We Know about the Business of Digital Journalism. Columbia University Press, 2011.
4. Freeman, Matthew, and Renira Rampazzo Gambarato, editors. The Routledge Companion to Transmedia Studies. Routledge, 2018.
5. Eldridge, Scott A., and Bob Franklin, editors. The Routledge Handbook of Developments in Digital Journalism Studies. Routledge, 2019.

References:
1. Introduction to Data Science. Springer Berlin Heidelberg, 2017.
2. Jan, Zimmerman. Social Media Marketing All-in-One for Dummies, 4th Edition. 4th edition, John Wiley and Sons, 2017.
3. Kingsnorth, Simon. Digital Marketing Strategy: An Integrated Approach to Online Marketing. 2nd Edition, Kogan Page Ltd, 2019.
4. Coleman, Stephen, and Deen Freelon, editors. Handbook of Digital.

Facilitating the achievement of Course Outcomes				
Module No.	**Course Outcomes (Cos)**	**Teaching and Learning Activity**	**Assessment Tools**	**Bloom's Taxonomy Level**
I	CO1	Lecture and presentation, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K1, K2
II	CO2	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K2, K3
III	CO3	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K6
IV	CO4	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K4, K5
V	CO5	Lecture and presentation, group discussions, case study	Project assessment	K5, K6

Bloom's Taxonomy:
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

	CO, PO & PSO MAPPING										
Course Code and Course Name	**POs/ COs**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
MJMCDAJ33- **Data Journalism**	CO1	3	3	3	3	3	2	3	3	1	2	3
	CO2	3	3	3	3	1	2	3	3	2	2	3
	CO3	3	3	3	3	2	2	2	3	3	3	3
	CO4	3	3	3	3	2	2	3	3	2	2	3
	CO5	3	3	3	2	2	2	3	3	3	3	3
	Average	**3**	**3**	**3**	**2.8**	**2**	**2.8**	**2.8**	**3**	**2.2**	**2.4**	**3**

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low)
"2" – Moderate (Medium)
"3" – Substantial (High)
"-" – No correlation

	SYLLABUS	
School	Birla School of Communication	
Programme	MAJMC	
Batch	2024-26	
Semester	III	
Course Title	**Immersive Technology & Artificial Intelligence (AI)**	
Course Code	MJMCIAI38	
Credit	3	
Contact Hours (L-T-P)	3-0-0	
Course Type	Programme Core (PC) – Specialization	
Course Objective	The objectives of this course are • To identify the key concepts of immersive technology and artificial intelligence (AI) • To infer the impact of immersive technology and AI on digital journalism • To develop practical skills in immersive storytelling and AI-driven journalism • To evaluate audience engagement strategies using immersive technology and AI • To appraise future trends and innovations in journalism driven by immersive technology and AI.	
Course Outcome (CO)	After completion of this course, students will be able to: CO1: **Identify** emerging trends and innovations in immersive technology in AI CO2: **Understand** how to maintain journalistic integrity while leveraging immersive technology and AI in news production CO3: **Apply** AI-driven tools and algorithms for data analysis, automated content generation, and personalized news delivery CO4: **Articulate** the implications of immersive storytelling and AI-driven content creation on audience engagement and journalism ethics. CO5: **Evaluate** the potential impact of future advancements in immersive technology and AI on the evolution of digital journalism practices and storytelling formats.	

	COURSE OUTLINE	
Module	**Description**	**CO Mapping**
I	Introduction to Immersive Media, Evolution of Immersive Media. Immersive Media Ecosystem, Immersive Media Value Chain, Evolution & Trends, Impact on Growth of Immersive Media: Application Developers, Content Developers, System Integrators. Applications & Use Cases: Application Categories of Immersive Media: Enhancing experience in connectivity applications.	CO1
II	AI problems, Foundation of AI and History of AI, The Rationality of AI, AI vs Humans, Types of AI, Problem solving agents, Practical usage of AI in education, Automated content creation, AI in the media and media-driven AI.	CO2
III	Creating immersive media experiences using VR/AR tools, Implementing AI-driven audience engagement strategies, Analysis of audience behavior and preferences in immersive environments.	CO3
IV	Discussions on the impact of immersive technology and AI on journalism practices, Exploration of AI-driven news anchors, commentators, and personalized content delivery, Case studies and examples of innovative journalism practices using immersive tech and AI.	CO4

V	Future trends and innovations, Ethical considerations related to privacy, bias, lack of human touch and transparency, the potential impact on journalism ethics and practices		CO5

Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books:

1. The Routledge Companion to Transmedia Studies (Routledge, 2018) by Freeman, Matthew, and Renira Rampazzo Gambarato (editors)

2. The Routledge Handbook of Developments in Digital Journalism Studies (Routledge, 2019) by Eldridge, Scott A., and Bob Franklin (editors)

3. The Routledge Social Science Handbook of AI (Routledge, 2021) by Anthony Elliott (editor)
4. Artificial Intelligence and the Media: Reconsidering Rights and Responsibilities by Anette Alen-Savikko and Taina Pihlajarinne (editors).

References:
1. Artificial Intelligence and Its Discontents: Critiques from the Social Sciences and Humanities (Palgrave McMillan, 2022) by Ariane Hanemaayer (editor)

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture, presentation, screening, and discussion	Test, Assignment and Group Discussion	K2, K4
II	CO2	Lecture, presentation, screening, and discussion	Test, Assignment and Term Paper Presentation	K5
III	CO3	Lecture, presentation, screening, and discussion	Test, Assignment and Group Discussion	K6
IV	CO4	Lecture, presentation, screening, and discussion	Group Discussion, Term Paper Presentation, Film Festival visit	K3, K5
V	CO5	Lecture, presentation, screening, and discussion	Group Discussion, Term Paper Presentation, Film Festival Visit	K4

Bloom's Taxonomy:
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING											
Course Code and Course Name	**POs/ COs**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
MJMCIAI38 – **Immersive Technology & Artificial Intelligence (AI)**	CO1	1	2	2	1	2	-	1	3	1	2	2
	CO2	1	2	2	1	2	-	1	2	1	2	2
	CO3	3	3	3	2	2	-	2	2	3	3	3
	CO4	3	3	3	2	2	-	2	3	3	3	3
	CO5	3	1	1	1	3	2	1	2	2	2	3
	Average	**2.2**	**2.2**	**2.2**	**1.4**	**2.2**	**0.4**	**1.4**	**2.4**	**2**	**2.2**	**2.4**

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low)
"2" – Moderate (Medium)
"3" – Substantial (High)
"-" – No correlation

PROGRAMME STRUCTURE & COURSE OUTLINE

MASTER OF ARTS IN JOURNALISM & MASS COMMUNICATION

S. No.	Subject Code	Title of Paper			Teaching Load				
					L	T	P	CH	Credit
1	MJMCCFD26	Communication for Development	Programme Core (Compulsory)		3	0	1	4	3
2	MJMCDIS27	Dissertation			0	0	0	0	4
3	MJMCVCC39	Visual Culture and Communication	Programme Elective (Any One)		2	0	2	4	3
4	MJMCPWV40	Podcasting, Webcasting and Vlogging Essentials							
5	MJMCDOP28	Documentary Production	Generic Elective		1	0	4	5	3
6	MJMCPCP21	Public Relations Campaign Planning and Execution	Public Relations & Advertising	Specialization (Any One)	2	0	2	4	3
7	MJMCDBC32	Digital Advertising and Brand Communication			2	0	2	4	3
8	MJMCMUJ23	Multimedia Journalism	Digital Journalism		2	0	2	4	3
9	MJMCENJ34	Entrepreneurial Journalism			2	0	2	4	3
				TOTAL	10	0	11	21	19

SEMESTER - IV

School	Birla School of Communication
Programme	MAJMC
Batch	2024-26
Semester	IV
Course Title	**Communication for Development**
Course Code	MJMCCFD26
Credit	3
Contact Hours (L-T-P)	3-0-1
Course Type	Programme Core (PC)
Course Objective	The objectives of this course are • To highlight the strong linkage between development and communication. • To discuss the use of media for development. • To Exhibit the ability to create development communication campaigns. • To develop the skill-set to design messages for use in C4D. • To understand the role of mass media in awareness campaigns and sustainable development.
Course Outcome (CO)	After completion of this course, students will be able to: **CO1**-Demonstrate knowledge about development issues. **CO2**-Understand the concept of C4D and its importance. **CO3**-Exhibit the ability to create development communication campaigns. **CO4**-Have the skill-set to design messages for use in C4D. **CO5**-Analyze the role of mass media in awareness campaigns and sustainable development.

COURSE OUTLINE		
Module	**Description**	**CO Mapping**
I	Development- meaning, different paradigms and perspectives, problems and issues in development, indicators of development, development dichotomies.	CO1
II	Development communication: meaning, definition & philosophy, strategies in development communication, role of media in development communication, case studies and experience.	CO2
III	Agricultural Communication and rural development- its genesis and approach, diffusion of innovation, case studies of communication support to agriculture.	CO3
IV	Development Support Communication – concept and process, D.S.C. for population control & family welfare, health, education and environment, problems faced in DSC.	CO4
V	Designing messages for development communication with special reference to radio and television, use of folk media in development, I.C.T. for development, multi-media approach to development communication	CO5
Evaluation		

	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Book

1. Kiran Prasad, Communication for Development Reinventing Theory and Action, B.R. Publishing Corporation, 2009
2. Srinivas R. Melkote, H. Leslie Steeves, Communication for Development in the Third World, Sage Publication, New Delhi, 2001
3. V. S. Gupta, Communication, Development and Civil Society: Essays on Social Development, concept publication, New Delhi
4. Keval J Kumar, Mass communication in India, Jaico Publishing House
5. Uma Narula, Mass Communication: Theory and Practice, Har-Anand Publications Pvt. Ltd, 1994
6. Uma Narula, Dynamics of Mass Communication: Theory and Practice
7. Uma Narula, Handbook of Communication models, perspective, strategy, Atlantic (6 July 2006)
8. Uma Narula, Communication models, Atlantic Publishers Limited, 2006

Reference

1. Jan Servaes, Communication for development and social change, Sage publication, 2008
2. KD Gangrade, Gandhian Ideal development and social change, Northern Book Centre, N Delhi, 1991
3. JV Vilanilllam, Development Communication in Practice: India and the Millennium Development Goals, SAGE Publications, 2009 • Srinivas R Melkote, H Leslie Steve's, Communication for Development in the Third World: Theory and Practice for Empowerment, SAGE, 14-Dec-2001
4. Ed. Neville Jayaweera, Sarath Amunugama, Rethinking Development Communication, The Asian Mass Communication, Singapore, 1987
5. J. Srevaes, Communication for development: one world, multiple cultures, Hampton Press, 1999.

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation	Assignments, tests, seminars, group discussions, field visit, case analysis, term paper.	K1, K2
II	CO2	Lecture and presentation	Assignments, tests, small course projects, field visit, case analysis, term paper.	K1, K2, K4
III	CO3	Lecture and presentation	Assignments, tests, small course projects, seminars.	K3, K4, K5
IV	CO4	Lecture and presentation	Assignments, tests, small course projects.	K4, K5
V	CO5	Lecture and presentation	Assignment and small course projects.	K6

Bloom's Taxonomy:
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING											
Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4

MJMCCFD26 - Communication for Development (C4D)	CO1	3	3	3	3	2	3	3	3	3	3	2
	CO2	3	2	3	3	2	3	2	3	2	3	3
	CO3	3	3	2	3	3	2	3	3	3	2	2
	CO4	3	2	3	3	3	3	2	2	3	3	3
	CO5	3	2	3	3	3	3	2	2	3	3	3
	Average	**3**	**2.4**	**2.8**	**3**	**2.6**	**2.8**	**2.5**	**2.8**	**2.8**	**2.8**	**2.6**

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low)
"2" – Moderate (Medium)
"3" – Substantial (High)
"-" – No correlation

School	Birla School of Communication
Programme	MAJMC
Batch	2024-26
Semester	IV
Course Title	**Dissertation**
Course Code	MJMCDIS27
Credit	4
Contact Hours (L-T-P)	0-0-0
Course Type	Programme Core (PC)
Course Objective	The objectives of this course are • To make students understand the value of research. • To make students understand various methods to develop in-depth knowledge. • To make students develop their investigating and analysing skills. • To educate students about field survey for data collection. • To enable the skills of writing dissertation report.
Course Outcome (CO)	After completion of this course, students will be able to: **CO1**: To enable the student to identify the prominent issues in the field of journalism. **CO2**: To have knowledge of history and significance of various dimensions of the issue. **CO3:** To carry out intensive study to make their dissertation valuable and authentic. **CO4**: To carry out field survey for data collection and thus familiarize with the process of survey, data collection and analysis. **CO5:** To prepare the dissertation based on the acquired skillsets and knowledge.

COURSE OUTLINE

	Description	CO Mapping
Student should be guided by the following points during the research/study for his/her dissertation. **Title**: It should be decided with the help of HOD/approved guide **Synopsis:** After finalizing the title, synopsis should be submitted (Research design clearly indicating aims, objective and review of literature etc.) in the first month of 4th semester. **Progress:** From time-to-time student will give his/her progress report of research to department in writing and signed by guide: A minimum of three reports must be submitted before final submission of study. **Final Dissertation**: In two copies in hard bound should compulsorily be submitted before the final examination. The date of submission will be decided by HOD. This dissertation carries 100 marks and will be evaluated by external examiners. 30 marks for content and presentation of dissertation, and 40 marks will be on the Viva-voce taken by the external examiner while 30 mainly on progress report during the study as mentioned earlier and given by an internal examiner.		CO1, CO2, CO3, CO4, CO5

Evaluation

Dissertation		
Mode of Evaluation	Continuous Evaluation	Presentation and Viva
Weightage	40	60

Text Books and References
NOT APPLICABLE

Facilitating the achievement of Course Outcomes				
Module No.	**Course Outcomes (Cos)**	**Teaching and Learning Activity**	**Assessment Tools**	**Bloom's Taxonomy Level**
I	CO1	Lecture and presentation, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K1, K2
II	CO2	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K2, K3
III	CO3	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K6
IV	CO4	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K4, K5
V	CO5	Lecture and presentation, group discussions, case study	assignments, tests, seminars, case analysis, student presentation	K5, K6

Bloom's Taxonomy:
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING:											
Course Code and Course Name	**POs/ COs**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
MJMCDIS27 - **Dissertation**	CO1	3	3	1	1	3	1	3	3	1	1	3
	CO2	3	3	3	3	3	2	3	3	3	2	1
	CO3	3	3	1	1	3	1	3	3	1	1	3
	CO4	3	3	3	3	3	1	3	3	2	1	3
	CO5	3	2	3	3	3	2	3	2	3	3	2
	Average	**3**	**2.8**	**2.2**	**2.2**	**3**	**1.4**	**3**	**2.8**	**2**	**1.6**	**2.4**

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low)
"2" – Moderate (Medium)
"3" – Substantial (High)
"-" – No correlation

School	Birla School of Communication
Programme	MAJMC
Batch	2024-26
Semester	IV
Course Title	**Visual Culture & Communication**
Course Code	MJMCVCC39
Credit	3
Contact Hours (L-T-P)	2-0-2
Course Type	Programme Elective (PE)
Course Objective	The objectives of this course are • To understand the foundations of visual culture and communication • To analyze semiotic aspects of visual communication • To explore psychological and psychoanalytic perspectives on visuality • To examine elements and principles of visual composition • To appraise the role of visual media in contemporary society
Course Outcome (CO)	After completion of this course, students will be able to: CO1 - **Demonstrate** an understanding of the varied perceptions of visual message CO2 - **Apply** semiotic analysis techniques to deconstruct visual signs and symbols, including aspects of signification CO3 - **Critically evaluate** psychological and psychoanalytic theories related to visual perception, subjectivity, sexuality, and unconscious processes CO4 - **Analyze** the elements and principles of visual composition, as well as their role in conveying meaning and aesthetics CO5 - **Evaluate** the impact of visual media on the public sphere, and its implications for visual literacy and education.

COURSE OUTLINE

Module	Description	CO Mapping
I	Visual message and meanings. The six perceptions of visual message: Personal, Historical, Technical, Ethical, Cultural and Critical perspectives, Visual Communication and its fundamental Principles, History and Development of Visual Communication; Visual Culture, What is Visual Media? Types of Visual Media	CO1
II	Semiotic Analysis – Aspects of sign and symbols, The sign and the meaning making processes, Way of describing signs, Paradigmatic and syntagmatic aspects of sign, Signs and codes, Referent systems and mythologies, Slippery signs, Practice of Looking: images, power, and politics.	CO2
III	Psychology, Psychoanalysis and Visuality, Subjectivity, Sexuality and the unconscious, The castration complex and visual pleasure, Phallocentrism, Voyeurism, Lancanian gazes, Laura Mulvey and Visual Pleasure, John Berger's *Ways of Seeing*, Roland Barthes' *Camera Lucida*, Andre Bazin's *The Ontology of the Photographic Image*, Walter Benjamin's *The Work of Art in the Age of Mechanical Reproduction.*	CO3
IV	Elements – Dot, Line, Shape, Form (Mass, Volume,), Space, Texture, Colour. Principles of Composition: Balance, Contrast, Movement, Emphasis, Pattern, Proportion, Unity (Symmetry, Order, Rhythm And Harmony) Etc., What the brain sees: colour, form, depth, and movement.	CO4

V	The visual media and the public sphere; Global flow of visual culture, Potential of visual aesthetics in the field of media, Visual media tools and technologies in journalism, advertising, public relations and cinema, Visual literacy and education.			CO5

Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Book
1. Lester E, Visual Communication: Image with Messages, 2000.
2. Bo Bergstorm, Essentials of Visual Communication, Laurence king, 2009.
3. Jyotindra Jain. India's Popular Culture: Iconic Spaces and Fluid Images, 2007.
   Reference
1. Arthur Asa Berger, Media Analysis Techniques. Sage Publications, London, 2001.
2. Gillian Rose. Visual Methodologies. Routledge, London, 2000.
3. Philip Rayan and Media Studies: The Essential Introduction. Routledge, London, 2001.
4. Theo Van. Handbook of Visual Analysis. Sage Publication, London, 2003.
5. Barthes, R. Mythologies, Paladin. London 1973.
6. Berger, John. Ways of Seeing, BBC, London. 1972.
7. Mitchell, Juliet. Psychoanalysis and Feminism, Allen lane, London.
8. Mirzoeff, F. An Introduction to Visual Culture. Routledge, London.

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture, presentation, screening, and discussion.	Test, Assignment and Group Discussion	K1, K2
II	CO2	Lecture, presentation, screening, and discussion.	Test, Assignment and Term Paper Presentation	K4
III	CO3	Lecture, presentation, screening, and discussion.	Test, Assignment and Group Discussion,	K6
IV	CO4	Lecture, Presentation, screening, and Discussion	Group Discussion, Term Paper Presentation, Film Festival visit	K2
V	CO5	Lecture, presentation, screening and Discussion.	Group Discussion, Term Paper Presentation, Film Festival Visit	K3, K5

Bloom's Taxonomy:
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING											
Course Code and Course Name	**POs/ COs**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
	CO1	1	-	1	1	2	1	2	2	2	2	2
	CO2	2	2	2	1	3	-	2	2	2	3	3

MJMCVCC39 - **Visual Culture & Communication**	CO3	3	2	2	1	2	-	2	2	2	3	3
	CO4	1	3	3	-	2	1	2	1	3	1	-
	CO5	2	3	3	2	3	-	1	3	3	2	3
	Average	**1.8**	**2**	**2.2**	**1**	**2.2**	**0.4**	**1.8**	**2**	**2.4**	**2.2**	**2.2**

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low); **"2"** – Moderate (Medium); **"3"** – Substantial (High); **"-"** – No correlation

School	Birla School of Communication
Programme	MAJMC
Batch	2024-26
Semester	IV
Course Title	**Podcasting, Webcasting and Vlogging Essentials**
Course Code	MJMCPWV40
Credit	3
Contact Hours (L-T-P)	2-0-2
Course Type	Programme Elective (PE)
Course Objective	The objectives of this course are • To make students understand the basic concepts of digital audio and video • To enable students to design vlogs and podcasts • To enable students in developing skills for audio and video streaming • To develop the students to acquire knowledge about the latest trends and technological changes
Course Outcome (CO)	After completion of this course, students will be able to: CO1: **Understand** the basics of webcasting and vlogging CO2: **Design** their own vlogs CO3: **Apply** the tools and skills of podcasting CO4: **Create** a range of podcasting content CO5: **Develop** content by utilizing webcasts, vlogs and podcasts

COURSE OUTLINE		
Module	**Description**	**CO Mapping**
I	Webcasting Basic concept: definition, nature, and scope. Origin and development of Webcasting. Advantages of Webcasting, Challenges to Webcasting, Vlogging Basic concept: definition, nature, and scope. Origin and development of Vlogging. Advantages of Vlogging. Vlogging Platforms.	CO1
II	Skills required for Webcasting and vlogging. The workflow of webcasting. The workflow of vlogging. Introduction to Webcasting equipment, software and Apps. Topics for vlogging. Video Live streaming and platforms. Vlogging: video Concept, Shooting, editing and Video Uploading.	CO2
III	Introduction to Podcasting, Podcasting History, Examples of selected podcasts websites and podcasters. Recording Equipment. Podcast Genres, Writing for Podcasts, Sound Design, Podcast Pitch, Distribution, Podcast Analytics and Your Audience.	CO3
IV	Story Development, Recording/ Editing Techniques: crafting the story and incorporating research to further it. Audience Engagement: Social Media in Podcasting, how social media is utilized to engage and develop the audience, how to Curate related audio, set up a system and connect to social media to support subscribers.	C04

V	Projects: 1. Video interview for Vlog 10 minutes 2. A vlog on any event, tourist spot, celebrity for 15 minutes 3. Create a 10-minute essay on any recent trending issue podcast. 4. Create a podcast, at least 10 minutes in length, incorporating sound, scene, visual writing and interview	CO5

Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books:
1. Jan, Zimmerman. Social Media All-in-One for Dummies, 4th Edition. 4th edition, John Wiley and Sons, 2017.
2. Strategy: An Integrated Approach to Online Marketing. 2nd Edition, Kogan Page Ltd, 2019.
3. Enge, Eric, et al. The Art of SEO: Mastering Search Engine Optimization. Third edition, O'Reilly, 2015.
4. Geller, Beyond Powerful Radio: A Communicator's Guide to the Internet Age News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio 2nd Edition, Focus Press, Franklin, TN 2012.
5. Kern, Sound Reporting: The NPR Guide to Audio Journalism and Production, 3rd Edition, The University of Chicago Press, Chicago, IL, 2008.

References:

1. Aydin, Hatice, editor. Digital Marketing Applications. Peter Lang D, 2019
2. van Hulst, Merlijn. (2012). Storytelling, a model of and a model for planning. Planning Theory, 11(3), 299–318 https://doi.org/10.1177/1473095212440425
3. Throgmorton, J. A. (2003). Planning as persuasive storytelling in a global-scale web of relationships. Planning Theory, 2(2), 125–151.
4. Abel, Out on the Wire: The Storytelling Secrets of the New Masters of Radio, Broadway Books, New York, NY, 2015.
5. Kaempfer, Swanson, Radio Producer's Handbook, Allworth Press, New York, NY, 2004.
6. Biewen, Dilworth, Reality Radio: Telling True Stories in Sound, The University of North Carolina Press, Chapel Hill, NC, 2010

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and Presentations	Quiz, assignments, tests, small course projects, seminars, group discussions, field visits, case analysis, term papers, Media lab activities	K1, K2
II	CO2	Lecture and Presentations	Quiz, assignments, tests, small course projects, seminars, group discussions, field visits, case analysis, term papers, Media lab activities	K3, K4, K6

III	CO3	Lecture and Presentations	Quiz, assignments, tests, small course projects, seminars,	K1, K2, K4
IV	CO4	Lecture and Presentations	assignments, tests, small course projects	K3, K6
V	CO5	Lecture and Presentations	Projects and Assignments	K6

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
MJMCPWV40 - **Podcasting, Webcasting, and Vlogging Essentials**	CO1	2	2	2	1	2	1	2	3	3	3	2
	CO2	3	2	2	2	3	2	3	3	3	3	3
	CO3	3	3	2	1	2	1	2	2	2	3	3
	CO4	3	3	3	2	2	2	2	2	2	3	2
	CO5	3	3	3	2	2	2	3	3	3	3	3
	Average	**2.8**	**2.6**	**2.4**	**1.6**	**2.2**	**1.6**	**2.4**	**2.6**	**2.6**	**3**	**2.6**

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low); **"2"** – Moderate (Medium); **"3"** – Substantial (High); **"-"** – No correlation

	SYLLABUS	
School	Birla School of Communication	
Programme	MAJMC	
Batch	2024-26	
Semester	IV	
Course Title	**Documentary Production**	
Course Code	MJMCDOP28	
Credit	3	
Contact Hours (L-T-P)	1-0-4	
Course Type	Generic Elective (GE)	
Course Objective	The objectives of this course are • To make students understand documentaries as a visual medium. • To make the student understand the importance of research in documentary production. • To develop students about the technicalities of sound in documentary production. • To enable students about the writing techniques in documentaries. • To make students equipped to produce documentaries.	
Course Outcome (CO)	After completion of this course, students will be able to: CO1- **Develop** an understanding of documentaries as a medium. CO2- **Analyze** thoroughly and understand the role of research in documentary production. CO3- **Apply** to know the role of sound and techniques of writing for radio documentaries. CO4- **Develop** creative skills for writing for documentaries. CO5- **Create** and produce Radio and Video documentaries.	

	COURSE OUTLINE	
Module	**Description**	**CO Mapping**
I	Introduction to medium, Types, and genres of Documentary, Realism debate and documentary, Fiction and Non-Fiction Documentaries, Documentaries on Science and technology, Documentaries for change, Ethics and Representation in the documentary.	CO1
II	Generation of Ideas and story, Research in the documentary, Modes of Research: Library, Archives, location, life stories, and ethnography, Proposal writing for radio and video documentary.	CO2
III	Understanding sound, Creative use of Sound for Documentary Scripting for Radio Documentary, Radio Documentary production techniques, and uses of applications and software for sound editing.	CO3
IV	Scripting for Video Documentary, Shooting Styles, Video Documentary production techniques, uses of applications and software for video editing.	CO4
V	Project Work and Submission of Radio and Video Documentary along with the proposal.	CO5

	Evaluation	
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books:
1. Bill Nichols; Introduction to Documentary.
2. Erik Barnow and Krishnaswamy Documentary.
3. Charles Musser ―Documentary in Geoffrey NowellSmith,The Oxford History of World Cinema Oxford University Press: 1996,322-333.

References
1. Michael Renov ―The Truth about Non-Fiction‖ and ―Towards a Poetics of Documentary
2. Trisha Das How to Write a Documentary Double Take by PSBT.
3. Screening and Discussions on films like Writing with fire, Children of Pyre , Timbaktoo, I am 20, I am 67, Two Man with a movie camera.

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture, presentation, film screening, and discussion.	Group Discussion	K2
II	CO2	Lecture, presentation, Practical exercise, film screening, and discussion.	Assignment and studio lab activities, Film festival visit.	K3
III	CO3	Lecture, presentation, practical exercise.	Assignment and studio lab activities	K3. K6
IV	CO4	Lecture and presentation	Project Assignment, Film festival visit.	K4
V	CO5	Lecture, presentation, and studio exercise	Project Assignment.	K3, K6

Bloom's Taxonomy:
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
	CO1	3	3	3	3	2	3	3	3	3	3	2
	CO2	3	2	3	3	2	3	2	3	2	3	3
MJMCDOP28 - **Documentary Production**	CO3	3	3	2	3	3	2	3	3	3	2	2
	CO4	3	2	3	3	3	3	2	2	3	3	3
	CO5	3	2	3	3	3	3	2	2	3	3	3
	Average	**3**	**2.4**	**2.8**	**3**	**2.6**	**2.8**	**2.5**	**2.8**	**2.8**	**2.8**	**2.6**

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low)
"2" – Moderate (Medium)
"3" – Substantial (High)
"-" – No correlation

SYLLABUS	
School	Birla School of Communication
Programme	MAJMC
Batch	2024-26
Semester	IV
Course Title	**Public Relations Campaign Planning and Execution**
Course Code	MJMCPCP21
Credit	3
Contact Hours (L-T-P)	2-0-2
Course Type	Programme Core (PC) – Specialization
Course Objective	The objectives of this course are • A complete knowledge and information about planning and execution of public relations campaigns. • The required skill and confidence to independently plan and drive campaigns for organization or clients. • Skills and confidence to effectively handle all external factors that influence the outcome of a campaign. • Knowledge and skill set to measure the effectiveness of a PR campaigns. • Skills to manage challenges in PR Campaign.
Course Outcome (CO)	After completion of this course, students will be able to: **CO1**- Learn the importance and characteristics of PR campaign. **CO2**- Discuss the different phases of a PR campaign. **CO3**- Understand the Essential Components of Public Relations Campaigns. **CO4**-Analyse the Factors Influencing Public Relations Campaigns **CO5-** Identify the challenges in Public Relations Campaign.

COURSE OUTLINE

Module	Description	CO Mapping
I	Importance and Characteristics of Public Relations Campaigns: Identifying an objective, finding a message to achieve the objective, Communicating the message to a relevant audience.	CO1
II	Phases of Public Relations Campaigns: Positioning, Objective, Strategy, Tactics and Administration.	CO2
III	Essential Components of Public Relations Campaigns: Key message, Target audience, Media programs, Media release, Contributed articles and editorials, Customer case studies, Sponsorships and Advertising.	CO3
IV	External Factors Influencing Public Relations Campaign**s:** Environmental, Political, Social, Technological, Legal and Economic	CO4
V	Challenges in Public Relations Campaign**:** Recruiting professionals and qualified staff, defining clear and simple objectives**,** Relaying the	CO5

| | | correct message to the appropriate audience, overcoming influence of external factors, measuring outcome and return on investment | |

Evaluation		
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books

1. Public Relations Planning: A Strategic Approach, Edward T.Vieira, Jr, Routledge; 1st edition (10 October 2018)
2. Planning and Managing Public Relations Campaigns A Strategic Approach 2015 Edition by Anne Gregory , Kogan
3. Public Relations Campaign Strategies: Planning For Implementation (2nd Edition),By Kendall, Robert
4. Public Relations Campaigns, Sheehan, Mark, Xavier, Robina [Editor]

Reference:

1. Singh JK 2004. Media and Public Relations New Delhi, A.P.H. Published Donald Treadwel 2004 Public Relations Writing, New Delhi, Sage Publications
2. Stephen P Banks 2004. Multi-Cultural Public Relations, New Delhi, Suraj Publications

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and Presentations	Assignments, tests, seminars, group discussions, field visit, case analysis, term paper	K1, K2, K6
II	CO2	Lecture and Presentations	Assignments, tests, small course projects, field visit, case analysis, term paper.	K2, K3, K4
III	CO3	Lecture and Presentations	Assignments, tests, small course projects, seminars.	K4, K5
IV	CO4	Lecture and Presentations	Assignments, tests, small course projects.	K4, K5
V	CO5	Lecture and Presentations	Assignment and small course projects.	K4, K5

Bloom's Taxonomy:
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING												
Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
MJMCPCP21 - **Public Relations Campaign Planning and Execution**	CO1	2	3	2	2	3	2	3	2	3	3	2
	CO2	2	3	1	2	1	2	2	3	2	3	2
	CO3	2	3	2	2	3	2	3	2	3	3	2
	CO4	3	3	3	2	3	2	2	2	3	3	2
	CO5	2	3	2	2	3	2	3	2	3	3	2
	Average	**2.2**	**3**	**2**	**2**	**2.6**	**2**	**2.6**	**2.2**	**2.8**	**3**	**2**
Correlation level 1, 2 and 3 as defined below:												
"1" – Slight (Low); **"2"** – Moderate (Medium); **"3"** – Substantial (High); **"-"** – No correlation												

SYLLABUS	
School	Birla School of Communication
Programme	MAJMC
Batch	2024-26
Semester	IV
Course Title	**Digital Advertising & Brand Communication**
Course Code	MJMCDBC32
Credit	3
Contact Hours (L-T-P)	2-0-2
Course Type	Programme Core (PC) – Specialization
Course Objective	The objectives of this course are • Discuss the scope and nature of the digital advertising and brand management. • Provide an understanding of digital advertising. • Provide the knowledge for measuring the attitudes of customers towards a brand. • Discuss the importance of communication in brand creation and the process of building brands. • Identify different types of brand communication and building brand communication plan and strategy.
Course Outcome (CO)	After completion of this course, students will be able to: **CO1**- Learn the growth and development of digital advertising. **CO2**- Analyze the different types of digital advertising and media used for digital advertising. **CO3**- Discuss various aspects of digital advertising and brand management in the digital age. **CO4**-Explain the differentiating insight, consumer-based values and other factors constituting a brand **CO5**-Execute brand communication planning and strategy and brand communication campaign.
COURSE OUTLINE		
---	---	---
Module	**Description**	**CO Mapping**
I	Digital Advertising Basic Concept – definition, nature and scope. Origin and development of digital advertising. Social, economic and cultural context of digital advertising. Features of Digital and Social Media	CO1
II	Types of digital advertising; display, social media, native, search, video, and email marketing. Various media for digital advertising and their strength and weaknesses.	CO2
III	Digital advertising and brand management: Creating brand image in the digital age, research in digital advertising, E-commerce: Overview, Role of e-commerce in modern world, Digital Marketing and E-commerce Ethical practices and legal issues on digital media.	CO3
IV	Brand Communication; definition, scope and objective. Elements of brand communication. Importance of communication in developing a brand, brands communicating with customers, communication of brands through digital campaigns.	CO4
V	Types of brand communication, building brand communication plan and strategy. Brand Communication Campaign – Building the brand.	CO5

	Brand Communication Campaign – Presentations, Brand communication Case study Presentation. Practical / Assignments (30 marks) Planning & Execution of a Digital Advertising Campaign Planning & Execution of a Brand Communication Campaign	

Evaluation

	Theory & Practical	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books

1. George E. Belch 2004 Advertising and Promotion an Integrating Marketing Communication Perspective, New Delhi, Tata McGraw Hills.
2. Advertising and Brand Management paperback by Dr. Sunaina Kumar,Dr. Arvind & Sardana ,Galgotia Publishing Company.

Reference

1. Social Communication in Advertising: Consumption in the Mediated Marketplace by William Leiss , Stephen Kline , Sut Jhally, Jackie Botterill , Kyle Asquith.

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation	Assignments, tests, seminars, group discussions, field visit, case analysis, term paper.	K1,K2
II	CO2	Lecture and presentation	Assignments, tests, small course projects, field visit, case analysis, term paper.	K1,K2,K3
III	CO3	Lecture and presentation	Assignments, tests, small course projects, seminars.	K3,.K4
IV	CO4	Lecture and presentation	Assignments, tests, small course projects.	K1,K2
V	CO5	Lecture and presentation	Assignment and small course projects.	K5,K6

Bloom's Taxonomy:
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
MJMCDBC32 - Digital Advertising & Brand Communication	CO1	2	2	2	1	2	2	3	2	3	3	3
	CO2	1	3	3	2	3	2	3	3	3	2	2
	CO3	2	2	3	2	3	2	3	2	3	2	2
	CO4	1	3	3	2	3	2	3	3	3	2	2
	CO5	1	2	2	2	3	2	3	3	3	2	2
	Average	**1.4**	**2.4**	**2.6**	**1.8**	**2.8**	**2**	**3**	**2.6**	**3**	**2.2**	**2.2**

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low); "2" – Moderate (Medium); "3" – Substantial (High); "-" – No correlation

SYLLABUS	

School	Birla School of Communication
Programme	MAJMC
Batch	2024-26
Semester	IV
Course Title	**Multimedia Journalism**
Course Code	MJMCMUJ23
Credit	3
Contact Hours (L-T-P)	2-0-2
Course Type	Programme Core (PC) – Specialization
Course Objective	The objectives of this course are • To make students understand the fundamental principles in the digital age • To enable students to utilize multimedia tools in digital storytelling • To enable students in researching, reporting and writing online news • To help students explore methods for audience engagement and community building • To make students remain updated on current trends and technologies in journalism
Course Outcome (CO)	After completion of this course, students will be able to: CO1: **Understand** the basics and characteristics of digital journalism CO2: **Design** articles and news stories for online platforms CO3: **Incorporate** multimedia storytelling for reporting online news CO4: **Apply** social media for online journalism CO5: **Analyze** the ethical aspects of online news reporting.

COURSE OUTLINE		
Module	**Description**	**CO Mapping**
I	Overview of digital journalism landscape, history and evolution of online news, characteristics, social media as a source of news, ethics and responsibilities in digital journalism.	CO1
II	News gathering techniques for online journalism, Writing for online audiences, writing styles and conventions for digital platforms, Crafting headlines and leads for online articles, Interviewing skills for digital platforms. Sports Journalism, Incorporating multimedia elements into sports stories: photography, video, and infographics, Leveraging social media platforms for real-time coverage and audience engagement, Best practices for storytelling across different media formats	CO2
III	Introduction to multimedia storytelling, basics of photojournalism for online media, Incorporating audio and video into news story, Basics of Search Engine Optimization (SEO).	CO3
IV	Utilizing social media for journalism, Building and engaging with online communities, Managing online reputation and credibility, Overview of mobile journalism.	CO4
V	Copyright and fair use in digital journalism, Data privacy and best practices, ethical dilemmas in online reporting, Future directions of digital journalism.	CO5

	Evaluation	
	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books

1. Reddick, R., & King, E. (2000). The online journalist. Wadsworth Publishing.
2. Lee, E. (2005). How Internet Radio Can Change the World: An Activist's Handbook. iUniverse.
3. Ray, T. (2006). Online Journalism: a basic text. Cambridge India.
4. Stovall, J. G. (2004). Web journalism: Practice and promise of a new medium.
5. Allyn and Bacon. 37 Gray, J., Chambers, L., & Bounegru, L. (2012). The data journalism handbook: how journalists can use data to improve the news. " O'Reilly Media, Inc.".
6. Usher, N. (2016). Interactive journalism: Hackers, data, and code. University of Illinois Press.
7. The Principles of Multimedia Journalism by Richard Koci Hernandez and Jeremy Rue
8. Writing and Editing for Digital Media by Brian Carroll
9. Convergent Journalism: An Introduction by Vincent Filak
10. The Multimedia Journalist: Storytelling for Today's Media Landscape by Jennifer George-Palilonis
11. Convergence Culture by Henry Jenkins.

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K1, K2
II	CO2	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K3, K4, K6
III	CO3	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K3, K6
IV	CO4	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K4, K5, K6
V	CO5	Lecture and presentation, group discussions, case study	Project assessment	K2, K5

Bloom's Taxonomy:
K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING

Course Code and Course Name	POs/ COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4

	CO1	2	1	1	2	2	1	2	3	2	2	3
MJMCMUJ23 - **Multimedia Journalism**	CO2	3	3	2	3	3	2	3	3	3	3	3
	CO3	3	2	3	3	3	2	3	2	3	3	3
	CO4	3	3	3	2	2	1	3	3	3	3	3
	CO5	3	2	2	3	2	1	3	3	3	2	3
	Average	**2.8**	**2.2**	**2.2**	**2.6**	**2.4**	**1.4**	**2.8**	**2.8**	**2.8**	**2.6**	**3**

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low) , **"2" –** Moderate (Medium), **"3" –** Substantial (High), **"-" –** No correlation

School	Birla School of Communication
Programme	MAJMC
Batch	2024-26
Semester	IV
Course Title	**Entrepreneurial Journalism**
Course Code	MJMCENJ34
Credit	3
Contact Hours (L-T-P)	2-0-2
Course Type	Programme Core (PC) – Specialization
Course Objective	The objectives of this course are • To make students understand the business dynamics • To make students understand opportunities in entrepreneurial journalism • To enable students to learn about start-up organizations • To enable students to learn management skills
Course Outcome (CO)	After completion of this course, students will be able to: CO1: **Understand** the basics and the history of data journalism. CO2: **Apply** knowledge and understand data and its implications CO3: **Design** plans for research in the domain CO4: **Analyze** and sort data for stories CO5: **Develop** the stories by visualizing the data

COURSE OUTLINE

Module	Description	CO Mapping
I	New Techniques for Idea-Generation; Understanding Business Models; Business Models cases; Strategy; Budgeting and Accounting; Marketing; Customer Analysis; Real-Worls Media Business	CO1
II	5 Principles of Effective Project Management; Basic Principles and Tactics for Effective Negotiation; Business Opportunities vs. Principles of Journalism; The Primacy of Privacy: New Issues for Media Businesses; Case Study: A Startup Faces a Difficult Decision: Multiple Perspectives on Ethics	CO2
III	Valuation; Startups, Sales and Multiples: How Markets Really Work; Analyzing Cash Flows and the Funding Needs of a Business; When, Why and How to Incorporate - Pros and Cons of Various Options; Legal Issues for Startups: Contracts, Intellectual Property, Liability and Other Considerations; Taxes, Insurance and Other Practical Issues	CO3
IV	Understanding Business Hierarchies; Navigating Business Bureaucracy; Finding Key Problems to Solve and Identifying Relevant Intrapreneurial Opportunities; Doing Business Across Borders; Startup Culture; Key Media Startups in Asia	CO4
V	Produce a plan for a sustainable journalistic enterprise and create their own business and an apprenticeship.	CO5

Evaluation

	Theory	
Mode of Evaluation	Continuous Evaluation	End Semester Examination
Weightage	40	60

Text Books and References

Text Books

1. Waldman, Steve, The Information Needs of Communities, Report to the FCC, Executive Summary and Chapters 1, 2, 4, 20, 21, 25, 35. May 2011.
2. Rosenstiel, Tom, and Mitchell, Amy, The State of the News Media 2012, Pew Research Center, 2012.
3. Edmonds, Rick, Gannett Layoffs Are a Leading Indicator of a Permanently Shrinking Newspaper Business, Poynter Institute, June 2011.
4. Mutter, Alan, Newspaper Digital Ad Share Hits All-Time Low, Reflections of a Newsosaur, April 2012.
5. Carr, David, New Orleans Newspaper Scales Back in Sign of Print Upheaval, New York Times, May 24, 2012.
6. Shear, Michael, Campaigns Partner with Social Media Companies, New York Times, April 18, 2012.
7. Vargas, Jose Antonio, Obama Raised a Half Billion Online, Washington
8. Founders at Work: Stories of Startups' Early Days, to get a better sense of the entrepreneurial mind-set and some of the day-to-day challenges faced by entrepreneurs at leading journalism and media start-ups
9. Case Studies from Harvard Business School, Columbia Journalism School, Columbia Business School, and other Contemporary Case Study Sources
10. The Curse of the Mogul by Bruce Greenwald, Jonathan Knee and Ava Seave, for an understanding of some of the strategic issues at the core of the media business
11. Create Your Own Economy: The Path to Prosperity in a Disordered World by Tyler Cowen, for an understanding of the economics behind changes in media
12. The Business of Journalism, Edited by William Serrin, for thoughts from 10 leading reporters and editors on the media business

Reference

1. The Dictionary of Business, Penguin Reference, for a concise guide to basic business terminology
2. Analysis for Financial Management, by Robert C. Higgins, for excellent, straightforward explanations of basic concepts of finance.
3. Harvard Business Review on Business Model Innovation.
4. Influence: The Psychology of Persuasion, by Robert Cialdini, for a basic introduction to principles and concepts in marketing.
5. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, by Alexander Osterwalder and Yves Pigneur.
6. Funding Journalism in the Digital Age: Business Models, Strategies, Issues and Trends by Jeff Kaye and Stephen Quinn.

Facilitating the achievement of Course Outcomes

Module No.	Course Outcomes (Cos)	Teaching and Learning Activity	Assessment Tools	Bloom's Taxonomy Level
I	CO1	Lecture and presentation, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K1, K2
II	CO2	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K2, K3

		Lecture and presentation,	Quiz, assignments, tests,	
III	CO3	tutorials, group discussions, case study	seminars, case analysis, student presentation	K6
IV	CO4	Lecture and presentation, tutorials, group discussions, case study	Quiz, assignments, tests, seminars, case analysis, student presentation	K4, K5
V	CO5	Lecture and presentation, group discussions, case study	assignments, tests, seminars, case analysis, student presentation	K5, K6

Bloom's Taxonomy:

K1: Remembering; K2: Understanding; K3: Applying; K4: Analyzing; K5: Evaluating; K6: Creating

CO, PO & PSO MAPPING												
Course Code and Course Name	**POs/ COs**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
MJMCENJ34 - **Entrepreneurial Journalism**	CO1	3	3	3	3	3	3	3	3	3	3	3
	CO2	3	3	3	3	3	2	3	3	3	2	1
	CO3	3	3	1	1	3	1	3	3	1	1	3
	CO4	3	3	3	3	3	1	3	3	2	1	3
	CO5	3	2	3	3	3	2	3	2	3	3	2
	Average	**3**	**2.8**	**2.6**	**2.6**	**3**	**1.8**	**3**	**2.8**	**2.4**	**2.0**	**2.4**

Correlation level 1, 2 and 3 as defined below:

"1" – Slight (Low)
"2" – Moderate (Medium)
"3" – Substantial (High)
"-" – No correlation