

Name of the Department: Journalism and Mass Communication

Semester-VI

DSC 12: Introduction to Digital Media

Course Title: Introduction to Digital Media	Course code: 21BA6C12JC12
Total Contact Hours: 56 hours	Course Credits: 4
Internal Assessment Marks: 40	Duration of SEE: 2 hours
Semester End Examination Marks: 60	

Course Outcomes (CO's):

At the end of the course, students will be able to:

1. The student will discuss the influence of target audience on digital media production with identify deployment strategies for various types of digital media formats.
2. The student will explore a variety of programs used to create digital media along with team teamwork in digital media production.

DSC 12: Introduction to Digital Media

Unit	Description	Hours
1	Introduction to the Digital Media: Concept and Definitions of Digital Media, Evolution and Development, Nature and Scope of Digital Media, Characteristics of Digital Media, Advantages and Disadvantages of Digital Media. Trends of Digital Media.	10
2	Digital Media Storage Components: Hardware/Software Components of Digital Media. Digital Storage Media- Disc Drive, USB Drive, Hard Disc Drive, Cloud Drive, Memory Chip and Cards.	12
3	Digital Media Platform: Web Site, Blog, Face Book, Whats App, News Portals, E- Papers, YouTube, Instagram, LinkedIn, Twitter, Wikis, Blogs and Social Media Platforms Etc.	12
4	Digital Media Content Design and Marketing: Essential of Digital Media, Tool for digital media Design. Digital Media Content Creation: Planning, Writing, Designing and Editing Digital Marketing-Principles of Digital Marketing Planning And Management. Trends in Digital Media.	10
5	Practical activities: Content Writing for Twitter, Face book and Blog etc. – 5 assignments each, Analyses of a Blog on the basis of its formatting and structure. – 5 assignments each, Create Design and present a layout of website through power point presentation. – 5 assignments each.	12
References: <ol style="list-style-type: none">1. Digital Media: Concepts and Applications - Tena B. Crews, Karen Bean May2. Introduction to Digital Media - Alessandro Delfanti, Adam Arvidsson		

3. Routledge Handbook of Digital Media and Communication - Leah A. Lievrouw, Brian D. Loader
4. Digital Media and Society: An Introduction - Adrian Athique
5. An Introduction to Digital Media - Tony Feldman
6. A History of Digital Media: An Intermedia and Global Perspective - Gabriele Balbi, Paolo Magaudda
7. Affective Politics of Digital Media: Propaganda by Other Means - Megan Boler, Elizabeth Davis

Date

Course Coordinator

Subject Committee Chairperson

Name of the Department: Journalism and Mass Communication

Semester-VI

DSC 13: Advertising and Corporate Communication

Course Title: Advertising and Corporate communication	Course code: 21BA6C13JC13
Total Contact Hours: 56 hours	Course Credits: 4
Internal Assessment Marks: 40	Duration of SEE: 2 hours
Semester End Examination Marks: 60	

Course Outcomes (CO's):

At the end of the course, students will be able to:

1. To introduce students to basic concept of advertising.
2. To learn the process of creating original, strategic, compelling copy for various mediums

DSC 13: Advertising and Corporate Communication

Unit	Description	Hours
1	Understanding Advertising: Definition, nature and scope of advertising Role & functions of advertising, Evolution of advertisement in India & World including the current trend. Advertising as a Tool of Communication.	10
2	Types of Advertising: Types of Advertisements Ad Agency - Functions, Types, Structure Advertising copy - headlines, signature, slogans & logos copy writing	12
3	Introduction to Corporate Communication: Definition, nature and scope of Corporate Communications, Structure of corporate organization Core functions of corporate communications, Comparison with Public Relations, advertising, publicity and propaganda.	12
4	Corporate Communication Tools: Print Media – House Journals, Newsletters, Brochures & Handouts/Flyers, Electronic Media – Ads & Corporate Films, Digital Media – Social Media, Blogs, Vlogs	10
5	Practical Activities: Display Advertising, Create a social media ad using free online software. Evaluating the effectiveness of campaigns. Create a campaign for a product of your choice. Preparing Brochures Posters/flyers, Create a blog, Put together a corporate collateral (Soft Copy)	12

References:

1. Foundations of the Theory and Practice of Advertising - S.A. Chunawalla and F.C. Scythia
2. Advertising as Communication - Dyer Gillian
3. Advertising - Dunn S. Watson
4. Advertising: A critical Approach - Keval J. Kumar

5. Advertising Procedure - Kleppner Otto
6. Practical Public Relations - Anil Basu
7. Organizational Communication – Gary Kreps
8. Inside Organizational Communication – Gary L Kreps
9. Corporate Communications – Argenti
10. Corporate Communication – Paul A. Argenti

Date

Course Coordinator

Subject Committee Chairperson

Name of the Department: Journalism and Mass Communication

Semester-VI

DSC 14: Theories of Communication

Course Title: Theories of Communication	Course code: 21BA6C14JC14
Total Contact Hours: 56 hours	Course Credits: 4
Internal Assessment Marks: 40	Duration of SEE: 2 hours
Semester End Examination Marks: 60	

Course Outcomes (COs):

At the end of the course, students will be able to:

1. Demonstrate the theoretical understanding of central issues of media system and its influence on policy.
2. Demonstrate the methodological skills to analyse global media outlets and their strategies with ability to apply these perspectives in critically analysing communication research.

DSC 14: Theories of Communication

Unit	Description	Hours
1	Concept of communication: Definition, Nature, Elements, Functions and Concepts of Communication theories; Origin of Human Communication; Relationship between Theory and research; Western and Eastern perspective of Communication theories.	10
2	Media Effect Theories: Hypodermic Needle, Two-Step and Multi-Step Flow; Gate-Keeping. Psychological Theories: Social Learning Theories, Balance theories, Information theories, Individual Difference Theory, Selective Exposure, Selective Perception and Cognitive Dissonance, Congruity, Inoculation and Attribution Theories.	12
3	Sociological Theories of Communication: Cultivation, Agenda Setting, Uses and Gratification; Dependency, Spiral of Silence and Gestalt of Motivation Theories. Development Communication Theories: Modernization, Diffusion and Innovation and Participatory Communication Theories. Propaganda and Public Opinion Theories. Rhetorical Theory of Communication.	12
4	Critical and Cultural Theories: Mass Society Theory, Hegemony, Public Sphere; Political Economic Media Theory, Culture and Semiotic Theory. New Media Theory: Perspectives, Technological Determinism, Constructivism, Functionalism, Postmodernism; Characteristics of New Media – Uses, Adoption ICT and Social Transformation.	10
5	International approaches: Marxist and Neo-Marxist approaches, Frankfurt School; Birmingham School, political economy theory; Harold Innis; bias of communication, Marshall McLuhan. Cultural industries.	12

References:

1. Mass Communication Theory: An introduction – Denis Mcquail
2. The Process and Effects of Mass Communication – Wilbur Schramm
3. Mean, Messages and Media – Wilbur Schramm
4. The Effects of Mass communication – Joseph Klapper
5. Introduction to Mass Communication Theory – Stanley J. Baran and Dennis K. Davis
6. Theories of Mass Communication – Melvin DeFleur and Sandra Ball Rokeach
7. Watson, James, D. (2008). Media communication: An introduction to theory and process. London: Palgrave Macmillan.
8. Rosenberry, Jack and Vicker, Lauren, A. (2009). Applied mass communication theory: A guide for media practitioners. New York: Pearson Allyn & Bacon.

Date

Course Coordinator

Subject Committee Chairperson

Internship for graduate Programme (As Per UGC & AICTE)

Course title	Internship Discipline specific
No of contact hours	90
No credits	2
Method of evaluation	Presentations/Report submission/Activity etc.,

- ❖ Internship shall be Discipline Specific of 90 hours (2 credits) with a duration 4-6 weeks.
- ❖ Internship may be full-time/part-time (full-time during semester holidays and part-time in the academic session)
- ❖ Internship mentor/supervisor shall avail work allotment during 6th semester for a maximum of 20 hours.
- ❖ The student should submit the final internship report (90 hours of Internship) to the mentor for completion of the internship.
- ❖ The detailed guidelines and formats shall be formulated by the universities separately as prescribed in accordance to UGC and AICTE guidelines.

Date

Course Coordinator

Subject Committee Chairperson

CBCS Question Paper Pattern for UG Semester End
Examination with effect from the AY 2021-22

Languages /Discipline Core Courses (DSC) & Open Elective
Courses (OEC)

Paper Code:

Paper Title:

Time: 2 Hours

Max. Marks: 60

Instruction: Answer all Sections

SECTION-A

1. Answer the following sub-questions, each sub-question carries **ONE** mark. (10X1=10)

a).

b).

c).

.

.

j).

Note for Section-A: Two sub-questions from each unit.

SECTION-B

Answer any **FOUR** of the following questions, each question carries **FIVE** marks. (4X5=20)

2.

3.

4.

5.

6.

7.

Note for Section-B: Minimum One question from each unit (Q No 2 to 6) and remaining one question from unit II to V (Q.No. 7)

SECTION-C

Answer any **THREE** of the following questions, each question carries **TEN** marks. (3X10=30)

8.

9.

10.

11.

12.

Note for Section- C: One question from each unit. Sub-questions such as ‘a’ and ‘b’ may be given for a question in section-C only.

The outline for continuous assessment activities for Component-I (C1) and Component-II (C2) of a course shall be as under;

Sl.N.	Activities	C1 marks	C2 marks	Total IA Marks
01	Session Test	15	15	30
02	Seminars/Presentations/Activity	05	-	05
03	Case study /Assignment / Fieldwork / Project work etc.	-	05	05
	Total	20	20	40

Suggested Continuous Assessment Session Test (Sl.No.01)
(15 marks) (C1 & C2) question paper pattern:

Paper Code:

Paper Title:

Time: 1 hour

Max Marks: 15

Instructions: Answer both the sections

SECTION – A

Answer any TWO of the following questions, each question carries FIVE marks

(2x5=10)

- 1.
- 2.
- 3.
- 4.

SECTION – B

Answer any TWO of the following questions, each question carries 2.5 marks

(2x2.5=05)

- 5.

- a. ----- (2.5)
- b. ----- (2.5)
- c. ----- (2.5)
- d. ----- (2.5)

SEC & AECC Subjects

Paper Code:

Paper Title:

Time: 1 Hours

Max. Marks: 30

There shall be Theory examinations of **Multiple Choice Based Questions [MCQs]**with **Question Paper of A, B, C and D Series** at the end of each semester for AECCs (**Environmental Studies and (ii) Constitution of India**) and SECs (**SEC-1: Digital Fluency, SEC-2: Artificial Intelligence, SEC-3: Cyber Security and SEC-4: Societal Communication**) for the duration of **One hour (First Fifteen Minutes for the Readiness of OMR and remaining Forty-Five Minutes for Answering thirty Questions)**. The **Answer Paper is of OMR (Optical Mark Reader) Sheet.**
