

UNIVERSITY OF DELHI

CNC-II/093/1/Misc./2025/13

Dated: 25.08.2025

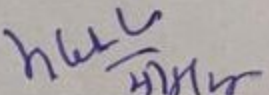
NOTIFICATION

Sub: Amendment to Ordinance V

Following addition be made to Appendix-II-A to the Ordinance V (2-A) of the Ordinances of the University;

Add the following:

The syllabi of Semester-I and Semester-II of the Master in Journalism and Mass Communication Program, offered by the Delhi School of Journalism, under the Faculty of Social Science, is notified herewith for the information of all concerned w.e.f academic session 2025-2026 as per **Annexure-1**.


REGISTRAR

Semester- I

Origin, Development and Future of Indian Journalism (Credit-4)

Course Title and Code	Credits	Credit distribution of the course			Eligibility criteria	Prerequisite of the course
		Lecture	Tutorial	Practical		
Origin, Development and Future of Indian Journalism	4	3	0	1	Passed Graduation in required discipline	NIL

Course Objectives:

1. To understand the historical development of Indian journalism and its evolution over time.
2. To analyze the role of journalism in shaping public opinion and influencing social change.
3. To examine the challenges and opportunities faced by Indian journalism in the digital age.
4. To develop critical thinking and analytical skills to understand the complexities of Indian journalism.

Learning Outcomes:

After completion of this course, learners will be able to

1. Describe the historical development of Indian journalism and its major milestones.
2. Analyze the role of journalism in shaping public opinion and influencing social change.
3. Evaluate the challenges and opportunities faced by Indian journalism in the digital age.
4. Think critically and analytically about the complexities of Indian journalism.

Unit 1: Evolution of Indian Journalism

10 hours

- The Beginnings of Indian Journalism: James Augustus Hickey and the Bengal Gazette.
- Development of the Indian Linguistic Press: Hindi, Urdu and Other Languages.
- Role of Indian Journalism in the Freedom Struggle.
- Major figures of Indian Journalism: Bal Gangadhar Tilak, Mahatma Gandhi and others.
- Impact of colonialism on Indian journalism.

Unit 2: Development of Indian Journalism

10 hours

- Post-independence developments in Indian journalism.
- Role of Indian journalism in shaping public opinion and influencing social change.
- Rise of investigative journalism in India.
- Impact of technological advancements on Indian journalism.
- Challenges facing Indian journalism: Censorship, defamation laws, and others.

Unit 3: Digital Journalism and Data-Driven Story-telling

15 hours

- Data Journalism: Concepts, Tools and Techniques.
- Data Visualization: Principles, Types, and Best Practices.
- Digital storytelling: multimedia, interactive and immersive journalism.
- Social Media Analysis: Measurement, Tools, and Applications in Journalism.
- Challenges and Opportunities of Digital Journalism in India: Fake News, Paid News and Others.

Unit 4: Advanced Topics in Indian Journalism

10 hours

- Media Convergence: Impact on Indian Journalism.
- Artificial Intelligence and Machine Learning in Journalism: Applications and Challenges.
- Fact-Checking and Verification: Techniques and Tools for Journalists.
- Media Ethics and Law: Regulatory Frameworks and Challenges in India.
- The Future of Indian Journalism: Trends, Opportunities and Challenges in the Digital Age.

Assignments:

Assignment 1: Write an essay on historical development of Indian journalism from its beginning to the present day.

Assignment 2: Analyze the role of Indian journalism in forming public opinion and influencing social change in the context of a specific case study.

Assignment 3: Create a data-driven story using publicly available data and data visualization tools.

Assignment 4: Write a research paper on a selected topic in Indian journalism, such as media convergence, AI in journalism, or fact-checking and verification.

References:

1. Approvoo, J. Theophilus, Folklore for Change, Theological Seminary, Madurai, 1986
2. Atton, Chris (2002) Alternative Media; Sage, London
3. Chantler, Paul & Stewart, Peter (2007) Community Radio- Basic Radio Journalism; Focal Press, Oxford
4. Gargi, Balwant: Folk Theatre in India, Rupa and Co., Bombay, 1991.
5. Lee, Eric, How Internet Radio Can Change the World
6. Malik, Madhu, Traditional Forms of Communication and the Mass Media in India
7. Parmar, S., Folk Music and Mass Media, Communication Publications, 1977
8. Parmar, S., Traditional Folk Media in India, Geka Books, New Delhi, 1975
9. Raganath, H.K., Not a Thing of the Past: Functional and Cultural Status of Traditional Media in India, UNESCO, Paris.
10. Gross, Radio Production Work text: Studio & Equipment.
11. Gerald Millerson, Television Production, Focal Press
12. Herbert Zettl, Television Production Handbook, Wadsworth
13. J.E. Fletcher, Handbook of radio and Television Broadcasting

Concept and Different types of News (Credit-4)

Course Title and Code	Credits	Credit distribution of the course			Eligibility criteria	Prerequisite of the course
		Lecture	Tutorial	Practical		
Concept and Different types of News	4	3	0	1	Passed Graduation in required discipline	NIL

Course Objectives:

1. To understand the concept and definition of news and its importance in modern society.
2. To analyze different types of news and their characteristics.
3. To examine the role of news in shaping public opinion and influencing social change.
4. To develop critical thinking and analytical skills in understanding the complexities of news.

Learning Outcomes:

After completion of this course, learners will be able to

1. Define and explain the concept of news and its importance in modern society.
2. Identify and analyze different types of news and their characteristics.
3. Evaluate the role of news in shaping public opinion and influencing social change.
4. Think critically and analytically about the complexities of news.

Unit 1: Concept of News

15 hours

- Definition and concept of news.
- Characteristics of news: timeliness, relevance and impact.
- News value: proximity, prominence and human interest.
- Sources of news: Reporters, wire services and social media.
- Role of news in democracy and society.

Unit 2: Types of News

10 hours

- Hard News vs Soft News: Definition and Characteristics.
- News Types: Politics, Crime, Entertainment and Sports.
- Investigative Journalism: Definition and Examples.
- Feature Writing: Definition and Characteristics.
- Opinion writing: editorials, columns, and op-eds.

Unit 3: Presentation of News

10 hours

- News Writing Styles: Inverted Pyramid, Narrative and Others.
- News Structure: Body, Body and Conclusion.

- Use of language and tone in news writing.
- Visual elements in news: photos, videos, and graphics.
- Online news presentation: blogs, websites and social media.

Unit 4: Challenges of News

10 hours

- Fake News: Definition, Causes and Consequences.
- Media Bias: Definition, Types, and Effects.
- News manipulation: disinformation, disinformation and others.
- Challenges of news reporting in the digital age.
- The Future of News: Trends, Opportunities and Challenges.

Assignments:

Assignment 1: Write a news article on a current event using the inverted pyramid structure.

Assignment 2: Analyze a news story and identify its characteristics, news values, and sources.

Assignment 3: Create a feature article on a topic of interest using a narrative writing style.

Assignment 4: Write a critical analysis of a news article or editorial on a current issue, identifying biases and disinformation.

References:

1. M.V. Kamath, The Journalists Handbook, Vikas Publishing House, New Delhi, 1995.
2. George, T.J.S. Editing: A Handbook for the Journalist, IIMC, New Delhi, 1989.
3. Srivastava, K.M. News Reporting and Editing, Sterling Publishers, New Delhi, 1995.
4. Herbert Strentz, News Reporters and News Sources, Prentice Hall of India, New Delhi, 1992.
5. George A. Hough, News Writing, Kanishka Publishers, New Delhi, 1998.
6. Jan R. Hakemulder, Fay A.C. de Jonge and P.P. Singh, News Reporting and Editing, Anmol Publications, New Delhi, 1998.

Different Forms of Journalism (Credit-4)

Course Title and Code	Credits	Credit distribution of the course			Eligibility criteria	Prerequisite of the course
		Lecture	Tutorial	Practical		
Different Forms of Journalism	4	3	0	1	Passed Graduation in required discipline	NIL

Course Objectives:

1. To understand the basic principles of journalism.
2. To analyze different forms of journalism.
3. To Apply the principles of journalism to various media platforms.
4. To Evaluate the impact of digital technology on journalism.

Learning Outcomes:

After completion of this course, learners will be able to

1. Define journalism, explain its history, and identify the principles that guide journalism.
2. Describe and compare the characteristics, strengths and limitations of different forms of journalism.
3. Apply the principles and practices of journalism across a variety of media platforms.
4. Analyze the impact of digital technology on journalism.

Unit 1 – Introduction to Journalism

10 hours

- Definition and development of journalism
- Main principles of journalism (impartiality, accuracy, truth)
- Types of journalism (investigative, sports, citizen)
- Role of journalism in democracy
- Code of conduct and ethics in journalism

Unit 2 – Broadcast Journalism

15 hours

- History and development of broadcast journalism
- Principles of Broadcast News Writing and Production
- Types of broadcast journalism (news, documentaries, talk shows)
- Role of anchor and reporter in broadcast journalism
- Challenges and opportunities in broadcast journalism (e.g., live reporting, social media integration)

Unit 3: Advanced Print Journalism

10 hours

- Critical Analysis of Print Journalism: Theoretical Frameworks and Critical Perspectives.
- Investigative Journalism in Print Media: Techniques, Challenges and Case Studies.
- Narrative Journalism: Techniques and Applications of Storytelling in Print Media.

- Critical discourse analysis of print media: power dynamics, representation and ideology.
- The Future of Print Journalism: Trends, Opportunities and Challenges in the Digital Age.

Unit 4: Digital Journalism and Emerging Trends

10 hours

- Digital Journalism: Theoretical Frameworks, Challenges and Opportunities.
- Online News Production and Dissemination: Strategies, Tools, and Best Practices.
- Social Media and Journalism: Implications, Challenges and Opportunities.
- Data Journalism: Techniques, Tools, and Applications in Digital Journalism.
- Emerging Trends in Digital Journalism: Artificial Intelligence, Virtual Reality, and Immersive Storytelling.

Assignments -

1. Choose three different forms of journalism (e.g., print, broadcast, online) and compare their strengths and weaknesses. Write a 3000-word article discussing the differences and similarities between the formats.
2. Analyze a news story in a variety of formats (print, broadcast, online), identify key journalistic elements, and evaluate the effectiveness of storytelling.
3. Create an online news article or blog post on a current event or issue.
4. Research and write a profile of a journalist (past or present) who has made a significant contribution to their field. Explore the journalist's career, notable works, and impact on the industry.

References:

1. Kumar, Keval J, Mass Communication in India. Jaico, Mumbai.
2. Thakur Prof.(Dr).Kiran, Handbook of Print Journalism, MLC University of Mass Communication & Journalism Bhopal
3. Bhargav G.S. ,The Press in India: An Overview, National Book Trust New Delhi
4. "The Gutenberg Revolution: The Story of a Genius and an Invention that Changed the World" by John Man
5. The Elements of Journalism: What Newspeople Should Know and the Public Should Expect" by Bill Kovach and Tom Rosenstiel
6. "Flat Earth News: An Award-Winning Reporter Exposes Falsehood, Distortion, and Propaganda in the Global Media" by Nick Davies
7. Lev Manovich. 2001. "What is Digital Media?" In The Language of Digital Media. Cambridge: MIT Press. pp. 19-48.
8. Siapera, Eugenia. Understanding Digital Media. Sage, 2011. Introduction.
9. Baym, Nancy K. Personal Connections in the Digital Age. Polity, 2010. Chapter 3.

Different Forms of New Media (Credit-4)

	Credits	Credit distribution of the course		
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Course Title and Code		Lecture	Tutorial	Practical	Eligibility criteria	Prerequisite of the course
Different Forms of New Media	4	3	0	1	Passed Graduation in required discipline	NIL

Course Objectives:

1. To understand the development and characteristics of new media forms.
2. To analyze the impact of new media on society, culture and politics.
3. Develop content creation skills for new media platforms.
4. To evaluate the potential and limitations of new media forms.

Learning Outcomes:

After completion of this course, learners will be able to

1. Define and explain the key concepts and characteristics of new media forms.
2. Analyze the social, cultural and political implications of new media.
3. Create content for new media platforms including social media, blogs and podcasts.
4. Critically evaluate the potential and limitations of new media forms.

Unit 1: Introduction to New Media

10 hours

- Definition and characteristics of new media.
- The Evolution of New Media: From Web 1.0 to Web 3.0.
- Types of new media: social media, blogs, podcasts, and online news.
- Impact of new media on traditional media.
- Opportunities and challenges of new media.

Unit 2: Social Media and Online Communities

10 hours

- Social Media Platforms: Facebook, Twitter, Instagram and LinkedIn.
- Creating Content for Social Media: Strategies and Best Practices.
- Online communities: formation, dynamics and impact.
- Social media and social movements: case studies and analysis.
- Ethics and responsibility in social media.

Unit 3: The Art of Digital Storytelling

15 hours

- The Art of Digital Storytelling: Concepts, Techniques, and Tools.
- Creating immersive experiences: virtual reality, augmented reality, and interactive media.

- Transmedia Storytelling: Narratives on Different Platforms.
- Digital journalism and storytelling: multimedia, interactive and immersive approaches.
- Evaluating Digital Storytelling: Effectiveness, Impact, and Criticism.

Unit 4: New Media and its Impact on Society

10 hours

- Critical analysis of new media: power dynamics, representation and ideology.
- New media and democracy: participatory culture, citizen journalism, and online activism.
- New Media and Social Change: Case Studies and Analysis.
- Evaluating the impact of new media on society: Benefits, challenges, and future directions.
- New Media and Globalization: Cultural Exchange, Homogenization, and Hybridization.

Assignments:

1. Create a social media campaign for a social cause, including content creation, strategy, and measurement.
2. Develop a digital storytelling project that involves screenwriting, production, and publishing.
3. Critically analyze a new media platform or phenomenon, including its impact on society and culture.
4. Write a research paper on the impact of new media on democracy, including case studies and analysis of participatory culture, citizen journalism, and online activism.

References:

1. Lev Manovich, The Language of New Media, MIT Press, Cambridge: England 2002
2. RadanMartinec and Theo Van Leeuwen. The Language of New Media Design: Theory and PracticeRotledge2009
3. Crispin Thurlow, Kristine Mroczek, Digital Discourse: Language in the New Media, Oxford UP2011
4. Timothy Garrand Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media CRCElsevier2006
5. Matthew Fuller. Software Studies: A LexiconMIT PressCambridge: London2006

Constitutional (Indian) provisions of freedom of expression and global aspects (Credit-

4)

Course Title and Code	Credits	Credit distribution of the course			Eligibility criteria	Prerequisite of the course
		Lecture	Tutorial	Practical		
Constitutional (Indian) provisions of freedom of expression and global aspects	4	3	0	1	Passed Graduation in required discipline	NIL

Course Objectives:

1. To understand the constitutional provisions of freedom of expression in India.
2. To analyze the global perspective of freedom of expression and its implications.
3. To evaluate restrictions and limitations on freedom of expression.
4. To assess the importance and challenges of freedom of expression in a democracy.

Learning Outcomes:

After completion of this course, learners will be able to

1. Explain the constitutional provisions of freedom of expression in India.
2. Compare and contrast the global perspective of freedom of expression.
3. Analyze restrictions and limitations on freedom of expression.
4. Evaluate the importance and challenges of freedom of expression in a democracy.

Unit 1: Freedom of Speech in the Indian Constitution

10 hours

- Article 19(1)(a): Freedom of speech and expression
- Types of freedom of expression: speech, writing, printing, etc.
- Freedom of the Press: Role and Rights
- Restrictions on freedom of expression: Article 19(2)
- Important cases: Romesh Thapar vs. State of Madras

Unit 2: Global Perspective on Freedom of Expression

10 hours

- International Human Rights: Universal Declaration of Human Rights
- Global Perspective on Freedom of Expression: Comparative Analysis
- US Constitution: First Amendment and freedom of speech
- European Convention on Human Rights: Article 10 and freedom of expression
- Role of international organizations: promoting freedom of expression

Unit 3: Restrictions and Limitations on Freedom of Expression

10 hours

- Article 19(2): Reasonable restrictions and their implications

- National security: restrictions on freedom of expression
- Public order: restrictions on freedom of expression
- Morality and Decency: Restrictions on Freedom of Speech
- Important Cases: Shreya Singhal vs Union of India

Unit 4: Importance and Challenges of Freedom of Expression

15 hours

- Democracy and freedom of expression: importance and implications
- Impact on Society: Freedom of Expression and Social Change
- Impact on individuals: freedom of expression and personal autonomy
- Challenges and Issues: Freedom of Expression in the Digital Age
- Future directions: promoting and protecting freedom of expression

Assignments:

1. Analyze Article 19(1)(a) and its impact on freedom of expression in India.
2. Compare the provisions of freedom of expression in the US Constitution and the European Convention on Human Rights.
3. Citing relevant cases and examples, evaluate the impact of restrictions on freedom of expression in India.
4. Write a research paper on the importance of freedom of expression in democracy, its challenges and future directions.

References:

1. Thakurta, Paranjay Guha, Media Ethics, Oxford University Press, 2009
2. Barrie mc Donald and Michel petheran Media Ethics, mansell, 1998
3. Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press, 2011
4. Vikram Raghvan, Communication Law in India, Lexis Nexis Publication, 2007
5. Iyer Vekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000
6. William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity
7. Raminder Kaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to Seduction
8. Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible"
9. Austin, Granville. (1999). The Indian Constitution: Cornerstone of a Nation. Oxford University Press.
10. Basu, Durga Das. (2018). Introduction to the Constitution of India. LexisNexis.
11. Singh, Mahendra Pal. (2019). Human Rights and the Indian Constitution. Eastern Book Company

Course Title and Code	Credits	Credit distribution of the course			Eligibility criteria	Prerequisite of the course
		Lecture	Tutorial	Practical		
Data Journalism	2	0	0	2	Passed Graduation in required discipline	NIL

Course Objectives:

1. Understanding Data Journalism: Understanding the principles and techniques of data journalism.
2. Finding and using data sources: Finding and using various data sources for data journalism.

Learning Outcomes:

After completion of this course, learners will be able to

1. Understand the principles and techniques of data journalism.
2. Find and use various data sources for data journalism.

Unit 1: Introduction to Data Journalism

30 hours

- Definition of Data Journalism: Principles and Techniques of Data Journalism.
- Types of Data Journalism: Different Types of Data Journalism.
- Data Journalism Tools: Various data journalism tools.
- Data Source: Various data sources.
- Applications of Data Journalism: Various applications of data journalism.

Unit 2: Finding and Using Data Sources

30 hours

- Government Data Source: Search and use of government data sources.
- Non-government data source: discovery and use of non-government data sources.
- Open data: theory and application of open data.
- Data scraping: methods of data scraping and application.
- Data verification: methods and importance of data verification.

Practical Elements

- **Budget breakdown:** Finding out budget allocation and its use.
- **Water quality & scarcity mapping:** Data collection about water testing and visualize problem areas.
- **Air quality tracker:** Gather AQI data from government portals and compare seasonal or yearly trends.
- **Property ownership analysis:** Explore municipal land records to know ownership, land use, or illegal constructions in a city.

- **Dealing with Census Data:** With the use of census data, create interactive visuals showing demographic shifts in religion, language, gender ratio, or literacy over decades.
- Search and use data sources: discover and use data sources on a specific subject like sports, education, climate, environment, etc.
- Data analysis and visualization: analysis and visualization of a specific dataset.

References:

1. Bradshaw, P. (2011). Data Journalism. Routledge.
2. Gray, J., Bounegru, L., & Chambers, L. (2012). The Data Journalism Handbook. O'Reilly Media.
3. Yau, N. (2011). Data Points: Visualization That Means Something. John Wiley & Sons.
4. Yau, N. (2011). Visualize This: The FlowingData Guide to Design, Visualization, and Statistics. John Wiley & Sons.
5. Tufte, E. R. (2001). The Visual Display of Quantitative Information. Graphics Press.

Semester II

Public Relations and Corporate Communication (Credit -4)

Course Title and Code	Credits	Credit distribution of the course			Eligibility criteria	Prerequisite of the course
		Lecture	Tutorial	Practical		
Public Relations and Corporate Communication	4	3	0	1	Passed Graduation in required discipline	NIL

Course Objectives:

1. Understanding public relations: Understanding the principles and techniques of public relations.
2. Corporate Communications Strategies: Understanding Strategies and Techniques of Corporate Communications.
3. Understanding various tools used in public relations and corporate communication.
4. Understanding various applications of public relations and corporate communication.

Learning Outcomes:

After completion of this course, learners will be able to

1. Understand the principles and techniques of public relations.
2. Understand corporate communication strategies and techniques.
3. Use various devices in public relations and corporate communications.
4. Understand various applications of public relations and corporate communication.

Unit 1: Introduction to public relations

10 hours

- Definition of public relations: Principles and techniques of public relations.
- Types of public relations: different types of public relations.
- Objectives of Public Relations: The objectives and importance of public relations.
- Ethics in public relations: Ethics and responsibility in public relations.
- Future of public relations: Trends and challenges in public relations.

Unit 2: Corporate Communication Strategies

10 hours

- Definition of corporate communication: principles and techniques of corporate communication.
- Types of corporate communication: different types of corporate communication.
- Objectives of Corporate Communication: The purpose and importance of corporate communication.

- Strategies in corporate communication: strategies and techniques used in corporate communication.
- Crisis Management in Corporate Communications: Pays and Applications of Crisis Management in Corporate Communications.

Unit 3: Public Relations and Corporate Communication Equipment 10 hours

- Media Relationship: Media Relations Methods and Applications.
- Social media: Social media methods and applications.
- Press release: methods and applications of press release.
- Internal communication: methods and applications of internal communication.
- External communication: methods and applications of external communication.

Unit 4: Application of Public Relations and Corporate Communications 15 hours

- Branding: Ways and applications of branding.
- Reputation Management: Methods of reputation management and application.
- Crisis communication: Ways and applications of crisis communication.
- Community Relations: Methods and Applications of Community Relations.
- The future of public relations and corporate communication: trends and challenges in public relations and corporate communication.

Assignments:

1. Plan a public relations campaign and implement it.
2. Develop a corporate communication strategy and understand its applications.
3. Understand the methods and applications of media relationships and plan a media relationship campaign.
4. Plan a social media campaign and implement it and understand its applications.

References:

1. 'Managing Public Relations' By E.Grunig James and Hunt Todd. New York: Rinehart and Winston.
2. 'Public Relations Management' By JaishriJethwaney and N.N.Sarkar.NewDelhi: Sterling Publishers Private Limited.
3. 'Public Relations in India' BY J.M.Kaul.Kolkotta:NayaProkash.
4. 'PR as Communication Management' By CrableE.Richard.Edina,Min: Bellwether Press
5. 'Public Relations:The Profession and the Practice' By Baskin W.Otis,AronoffE.
6. Croig and Lattimore Dan. Dunuque: Brown & Benchmark.
7. 'Vigyapan aur jansampark' By JaishriJethwaney,RaviShanker and NarendraNath Sarkar. New
8. Delhi:Sagar Publications

Economics of Journalism (Credit -4)

Course Title and Code	Credits	Credit distribution of the course			Eligibility criteria	Prerequisite of the course
		Lecture	Tutorial	Practical		
Economics of Journalism	4	3	0	1	Passed Graduation in required discipline	NIL

Course Objectives:

1. Understanding the economics of journalism: Understanding the economic aspects of journalism and their importance.
2. Economic models of media industry: Understanding various economic models of media industry and their impact.
3. Role of advertisement in journalism: Understanding the role of advertising and its effect in journalism.
4. Future economic challenges of journalism: Understanding the future economic challenges of journalism and their solutions.

Learning Outcomes:

After completion of this course, learners will be able to

1. Understand the economic aspects of journalism: Students will understand the economic aspects of journalism and their importance.
2. Understand various economic models of media industry and their impact.
3. Understand the role and influence of advertising in journalism.
4. Understand the future economic challenges of journalism and their solutions.

Unit 1: Economic aspect of journalism

15 hours

- Economic importance of journalism: Economic importance and influence of journalism.
- Economic contribution of media industry: Economic contribution and importance of media industry.
- Economic challenges in journalism: economic challenges in journalism and their solutions.
- Economic models of journalism: various economic models of journalism and their influence.
- Economic policies in journalism: Economic policies in journalism and their influence.

Unit 2: Economic model of media industry

10 hours

- Economic models of media industry: various economic models of media industry and their influence.
- Advertising-based model: advertising-based model and its effect.
- Membership-based model: membership-based model and its effect.

- Digital Media Economic Models: various economic models of digital media and their influence.
- Economic innovation in media industry: Economic innovation and influence in media industry.

Unit 3: The role of advertisement in journalism

10 hours

- Role of advertising: The role and influence of advertising in journalism.
- Types of advertising: Different types of advertisements and their effects.
- Relationship between advertising and journalism: Relationship between advertising and journalism.
- Economic influence of advertising: Economic influence and importance of advertisement.
- Ethics in advertising: Ethical issues in advertisement and their solutions.

Unit 4: Future Economic Challenges of Journalism

10 hours

- Future economic challenges of journalism: future economic challenges of journalism and their solutions.
- Economic challenges of digital media: economic challenges and solutions of digital media.
- Economic innovation in journalism: Economic innovation in journalism and its influence.
- Economic future of journalism: Economic future and importance of journalism.
- Economic stability in journalism: Economic stability in journalism and its importance.

Assignments:

1. Analysis of the economic models of media industry: Analyze various economic models of media industry and their influences.
2. Analysis of the role of advertising: Analyze the role of advertising and its effect in journalism.
3. Analysis of the economic future of journalism: Analyze the economic future and importance of journalism.
4. Analysis of economic innovation in journalism: Analyze economic innovation and influence in journalism.

References:

- Picard, R. G. (2011). The Economics of Journalism. Peter Lang Publishing.
- Alexander, A., Owers, J., & Carveth, R. (2004). Media Economics: Theory and Practice. Lawrence Erlbaum Associates.
- Franklin, B. (2008). Journalism and the Economics of News. Routledge.
- Pritchard, D. (2008). The Business of Journalism. Douglas College.
- Albarran, A. B. (2016). Media Management and Economics. Routledge.

Religion of Journalism, Codes and Ethics (Credit -4)

Course Title and Code	Credits	Credit distribution of the course			Eligibility criteria	Prerequisite of the course
		Lecture	Tutorial	Practical		
Religion of Journalism, Codes and Ethics	4	3	0	1	Passed Graduation in required discipline	NIL

Course Objectives:

1. Understanding the role of religion and morality in journalism: Understanding the role and importance of religion and morality in journalism.
2. Understanding the principles of morality in journalism: Understanding the principles of morality and their application in journalism.
3. Understanding the importance of professional morality in journalism: Understanding the importance of professional morality in journalism and their application.
4. Analysis of moral and immoral issues in journalism: analyzing moral and immoral issues in journalism and their solutions.

Learning Outcomes:

After completion of this course, learners will be able to

1. Understand the role and importance of religion and morality in journalism.
2. Understand the principles of morality and their application in journalism.
3. Understand the importance of professional morality in journalism and their application.
4. Analyze moral and immoral issues in journalism and their solutions.

Unit 1: Religion and Ethics in Journalism

10 hours

- Role of religion and morality: the role and importance of religion and morality in journalism.
- Ethical theory: Ethical theory in journalism and their application.
- Religion and Journalism: Relationship between religion and journalism and its influence.
- Moral dilemmas: moral dilemmas in journalism and their solutions.
- Moral Journalism: The principle of moral journalism and their application.

Unit 2: Ethics in journalism

10 hours

- Theory of morality: the principle of morality and their application in journalism.
- Types of morality: type of morality and influence in journalism.
- Ethics and Journalism: Relationship and influence between morality and journalism.
- Importance of morality: Importance of morality in journalism and their application.

- Challenges in morality: the challenges of morality in journalism and their solutions.

Unit 3: Professional morality in journalism

15 hours

- Principles of Vocational Ethics: Principle of Business Ethics and Application in Journalism.
- Types of professional morality: the type and influence of business morality in journalism.
- Professional Ethics and Journalism: Relationship and influence between professional morality and journalism.
- Importance of Business Ethics: Importance of Professional Ethics and Application in Journalism.
- Challenges in professional morality: the challenges of professional morality in journalism and their solutions.

Unit 4: Ethical and immoral issues in journalism

10 hours

- Ethical issue: moral issues in journalism and their solutions.
- Immortal issues: unethical issues in journalism and their solutions.
- Analysis of moral and immoral issues: analysis of moral and immoral issues in journalism.
- Methods of moral journalism: solution of moral journalism and their application.
- The future of morality in journalism: the future of morality and its importance in journalism.

Assignments:

1. Analysis of moral principles in journalism: Analyze the principles of morality and their applications in journalism.
2. Importance of Vocational Ethics in Journalism: Discuss the importance of professional morality and their applications in journalism.
3. Case study of moral issues in journalism: Case study of moral issues in journalism and their solutions.
4. Future of morality in journalism: Discuss the future of morality and its importance in journalism.

References:

1. Thakurta, Paranjay Guha, Media Ethics, Oxford University Press, 2009
2. Barrie mc Donald and Michel petheran Media Ethics, mansell, 1998
3. Austin Sarat Where Law Meets Popular Culture (ed.), The University of Alabama Press, 2011
4. Vikram Raghvan, Communication Law in India, Lexis Nexis Publication, 2007
5. Iyer Vekat, Mass Media Laws and Regulations in India-Published by AMIC, 2000
6. William Mazzarella, Censorium: Cinema and the Open Edge of Mass Publicity
7. RaminderKaur, William Mazzarella, Censorship in South Asia: Cultural Regulation from Sedition to
8. Seduction

9. Linda Williams, Hard Core: Power, Pleasure, and the "Frenzy of the Visible"

Business practices of new media (Credit -4)

Course Title and Code	Credits	Credit distribution of the course			Eligibility criteria	Prerequisite of the course
		Lecture	Tutorial	Practical		
Business practices of new media	4	3	0	1	Passed Graduation in required discipline	NIL

Course Objectives:

1. Understanding professional models in new media: Understanding various business models and their applications in the new media.
2. Understanding marketing and branding strategies in the new media: Understanding marketing and branding strategies and their impacts in the new media.
3. Understanding material construction and distribution in new media: Understanding the methods of building and distribution and their impact in the new media.
4. Understanding the business applications of new media: Understanding various business applications and their impacts of new media.

Learning Outcomes:

After completion of this course, learners will be able to

1. Understand various business models and their applications in the new media.
2. Understand marketing and branding strategies and their impacts in the new media.
3. Understand the methods of building and distribution in the new media and their impact.
4. Understand various business applications and their impacts of new media.

Unit 1: Professional Model in new media

10 hours

- Professional models in new media: various business models in new media and their applications.
- Advertising-based model: advertising-based model and its effect.
- Membership-based model: membership-based model and its effect.
- Digital Media Professional Model: Various business models in digital media and their applications.
- Professional innovation in new media: Professional innovation and its impact in new media.

Unit 2: Marketing and branding in new media

10 hours

- Marketing and branding strategies: marketing and branding strategies in new media and their influence.
- Social media marketing: social media marketing and its influence.
- Digital branding: digital branding and its effect.

- New media equipment for marketing and branding: new media equipment for marketing and branding and their applications.
- The role of new media in marketing and branding: the role and influence of new media in marketing and branding.

Unit 3: Construction and delivery in new media

15 hours

- Material construction: methods of forming material in new media and their effects.
- Material Distribution: Methods of distribution and their effects in new media.
- Digital Material Construction: Digital Material Construction and its effect.
- New media equipment for material manufacture and distribution: new media equipment for material manufacture and distribution and their applications.
- Role of new media in material manufacturing and distribution: the role and effect of new media in material construction and distribution.

Unit 4: Professional Applications of New Media

10 hours

- Professional applications of new media: various business applications of new media and their impact.
- Professional Applications of Digital Media: Various business applications and influence of digital media.
- Professional innovation in new media: Professional innovation and its impact in new media.
- Future of business applications of new media: future and importance of business applications of new media.
- Challenges in new media business applications: challenges and solutions in business applications of new media.

Assignments:

1. Analysis of professional models in new media: Analyze various business models and their impacts in the new media.
2. Analysis of marketing and branding strategies: Analysis of marketing and branding strategies and their impacts in new media.
3. Material Construction and Distribution Project: Create a material manufacturing and distribution project using new media equipment.
4. Professional application of the new media project: Develop a commercial application of the new media project and analyze its impact.

References:

1. Lev Manovich, The Language of New Media, MIT Press, Cambridge: England 2002
2. RadanMartinec and Theo Van Leeuwen. The Language of New Media Design: Theory and PracticeRotledge2009
3. Crispin Thurlow, Kristine Mroczek, Digital Discourse: Language in the New Media, Oxford UP2011
4. Timothy Garrand Writing for Multimedia and the Web: A Practical Guide to Content Development forInteractive Media CRCElsevier2006

5. Matthew Fuller. Software Studies: A Lexicon MIT Press Cambridge: London 2006

Business practices of corporate communication (Credit -4)

Course Title and Code	Credits	Credit distribution of the course			Eligibility criteria	Prerequisite of the course
		Lecture	Tutorial	Practical		
Business practices of corporate communication	4	3	0	1	Passed Graduation in required discipline	NIL

Course Objectives:

1. Understanding the basic principles of corporate communication: Understanding the basic principles of corporate communication and its importance.
2. Developing strategies for corporate communication: developing strategies for corporate communication and understanding their impact.
3. Understanding the importance of internal and external communication: Understanding the importance of internal and external communication in corporate communication and their applications.
4. Understanding the latest trends in corporate communication: Understanding the latest trends and their applications in corporate communication.

Learning Outcomes:

After completion of this course, learners will be able to

1. Understand the basic principles of corporate communication and its importance.
2. Develop strategies for corporate communication and understanding their impact.
3. Understand the importance of internal and external communication in corporate communication and their applications.
4. Understand the latest trends and their applications in corporate communication.

Unit 1: Basic Principle of Corporate Communication

10 hours

- Definition of corporate communication: Definition and importance of corporate communication.
- Types of corporate communication: different types of corporate communication and their applications.
- The skills required for corporate communication: the skills required for corporate communication and their role.

- Ethics in corporate communication: morality and importance in corporate communication.
- Future of corporate communication: future of corporate communication and its importance.

Unit 2: Develop strategies for corporate communication

15 hours

- Corporate Communication Strategy: Corporate Communication Strategy and its importance.
- Target setting for corporate communication: target setting and importance for corporate communication.
- Message development for corporate communication: Message development and importance for corporate communication.
- Medium Selection for Corporate Communications: Counting and its importance for corporate communication.
- Evaluation of corporate communication strategy: evaluation of corporate communication strategy and its importance.

Unit 3: Internal and external communication

10 hours

- Internal communication: internal communication and its importance.
- External communication: external communication and its importance.
- Relationship between internal and external communication: Relationship and importance between internal and external communication.
- Strategies for internal and external communication: strategies for internal and external communication and their applications.
- Evaluation of internal and external communication: Evaluation and importance of internal and external communication.

Unit 4: Latest trends in corporate communication

10 hours

- Digital communication: digital communication and its importance.
- Social media: social media and its importance.
- Latest trends in corporate communication: latest trends in corporate communication and their application.
- Use of technology in corporate communication: Use and importance of technology in corporate communication.
- Future trends in corporate communication: future trends and importance in corporate communication.

Assignments:

1. Corporate Communication Strategy Development: Develop a corporate communication strategy for a company and evaluate its impact.
2. Internal and external communication scheme: Make an internal and external communication plan for a company and evaluate its effectiveness.
3. Crisis Communications Scheme: Make a crisis communication plan for a company and evaluate its impact.

4. Social Media Campaign: Create a social media campaign for a company and evaluate its effectiveness.

References:

1. 'Managing Public Relations' By E.Grunig James and Hunt Todd. New York: Rinehart and Winston.
2. 'Public Relations Management' By JaishriJethwaney and N.N.Sarkar.NewDelhi: Sterling Publishers Private Limited.
3. 'Public Relations in India' BY J.M.Kaul.Kolkotta:NayaProkash.
4. 'PR as Communication Management' By CrableE.Richard.Edina,Min:Bellwether Press
5. 'Public Relations:The Profession and the Practice' By Baskin W.Otis,AronoffE.
6. Croig and Lattimore Dan. Dunuque: Brown & Benchmark.
7. 'Vigyapan aur Jansampark' By Jaishri Jethwaney, Ravi Shanker and Narendra Nath Sarkar. New Delhi:Sagar Publications

Content Production through Mobile (Credit-2)

Course Title and Code	Credits	Credit distribution of the course			Eligibility criteria	Prerequisite of the course
		Lecture	Tutorial	Practical		
Content Production through Mobile	2	0	0	2	Passed Graduation in required discipline	NIL

Course Objectives:

1. Understanding the principles of material construction from mobile: Understanding the principles and methods of material construction from mobile devices.
2. Developing skills for material construction from mobile: Developing the skills required for material construction from mobile equipment and using mobile devices.

Learning Outcomes:

After completion of this course, learners will be able to

1. Understand the principles and methods of material construction from mobile devices.
2. Develop the skills required for materials from mobile devices and will be able to produce materials using mobile devices.

Unit 1: Principle of Material Making Mobile Principles

30 hours

- Definition of mobile material construction: Definition and importance of mobile material construction.
- Types of Mobile Material Construction: Different types of mobile content manufacture and their applications.

- The skills required for the manufacture of mobile materials: the skills required for manufacturing mobile material and their role.
- Equipment for Mobile Material Construction: Mobile content required tools and their applications.
- Future of mobile material manufacturing: future of mobile material construction and its importance.

Unit 2: Application of Mobile Material Construction.

30 hours

- Mobile Video Building: Mobile video construction methods and applications.
- Mobile photography: Mobile photography methods and applications.
- Mobile audio construction: Mobile audio manufacturing and application.
- Apps for Mobile Material Construction: Different apps for manufacture mobile materials and their applications.
- Best practice of mobile material construction: Best practice and importance of mobile material construction.

Practical Element

1. Mobile Video Production Project: Create a mobile video construction project and understand its applications.
2. Mobile Photography Project: Create a mobile photography project and understand its applications.
3. Some activities based on Mobile Video Journalism, Podcast and Audio Stories, Photo Story Telling, Live Reporting, Mobile Documentaries, etc can be done as practical element.

References:

1. Bullard, S. B. (2017). Mobile Storytelling: A Guide to Creating Mobile-First Content. Routledge.
2. Farman, J. (2018). The Mobile Story: Narrative Practices for Using Mobile Media. Routledge.
3. Rieser, M. (2018). Mobile Media Making in an Age of Smartphones. Palgrave Macmillan.