

**SEMESTER I**  
**AD COPY WRITING**  
**PRACTICAL**

**1. Course Description**

<b>Programme</b>	<b>: M.A.</b>	<b>Max. Hours</b>	<b>: 60 Hrs</b>
<b>Course Code</b>	<b>: P24/MCJ/DSC/103/P</b>	<b>Hours per week</b>	<b>: 4</b>
<b>Course Type</b>	<b>: Discipline Specific Core</b>	<b>Max. Marks</b>	<b>: 50</b>
<b>No. of Credits</b>	<b>: 2 Crs</b>		

**2. Course Objectives:**

1. To highlight the role of advertising for the success of brands and its importance within the marketing function of a company.
2. To help students understand the practical aspects and techniques of advertising.

**3. Course Outcomes**

After the successful completion of the course, the student will be able to:

**CO1:** Design effective visual communication for various advertising approaches that combine the use of print, online/digital, and other multimedia communication.

**CO2:** Create and defend the strategy and execution of an ad campaign for a client(s).

**4. Course Content**

The following exercises will be given as part of the practicals:

**List of Internal Projects**

**Exercise I**

- Introduction to Ad Copy Writing
- Hierarchy of Effects, Needs, Appeals
- Identifying Ads related to each of the appeals.

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**(5 M)**

**Exercise II****(5 M)**

- Elements of Print Ad Copy
- Creating a Print Copy incorporating all the elements
- Outdoor Media: Go around and capture intriguing Billboards, Metro pillar ads, Bus Stop ads, Posters etc in the city.
- Create a billboard ad on a product of choice.

**Exercise III****(5 M)**

- Radio Advertisement, Elements.
- How to create a jingle
- Record a radio advertisement that includes a jingle with call to action

**Exercise IV****(5 M)**

- How to script a video ad copy for TV and for the Online medium: Youtube/ Instagram etc.
- Draft a script/ ad-copy for a TV commercial

**List of External Projects****Exercise I****(10 M)**

- Produce an Ad-campaign for a brand company on the following media:
  - Print
  - Radio
  - Video
  - Billboard
  - Reel

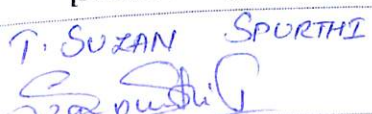


**Exercise II**

- † Produce a Video PSA.

**Exercise III****(5 M)**

- Produce a logbook with all the assignments mentioned, creative brief and a digital ad campaign plan.

**Viva Voce****(10 M)**

Prepared by Course Teacher [Name & Signature]	Checked & Verified by HoD / Programme Coordinator [Name & Signature]	Approved by the Principal
T. SUZAN SPURTHI 	K. Ravi Kumar 	

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**SEMESTER-I**  
**ADVERTISING**

**1. Course Description**

**Programme : M.A.**

**Max. Hours : 45 Hrs**

**Paper Code: P24/MCJ/DSC/103**

**Hours per week : 3 Hrs**

**Type of Course: Discipline Specific Core**

**Max Marks : 100**

**No. of Credits: 3 Crs**

**2. Course Objective:**

1. To achieve a comprehensive understanding by exploring the concepts and practices of advertising.
2. To analytically study the process and execution of advertising by ad agencies and regulations related to advertising

**3. Course Outcome:**

After the completion of the course, the student will be able to:

**CO1:** Identify the evolution, growth and trends, classifications of advertising

**CO2:** Discuss the strategies of advertising

**CO3:** Apply the concepts of advertising planning & execution

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**4. Course Content:****MODULE I: CONCEPT OF ADVERTISING****(15 HRS)**

Evolution, growth and trends – definitions – national and global scene - classifications based on Audience, Geographic area, media and Purpose— socio-economic effects, Internet Advertising, overview, impact and significance. Audience Analysis, Importance of research inputs- market research, situation analysis, consumer behavior etc. Above the line and below the line advertising

**MODULE II: STRATEGIES OF ADVERTISING AND AD. AGENCY****(15 HRS)**

David – Ogilvy and Rosser Reeves, Soft Sell, Hierarchy of effects model: AIDA model and quick action model. Product positioning strategies, product life cycle, Social Marketing, rural advertising strategies. Advertising Agency, Selection of advertising agency, organization, process, functions, Types of Advertising agency – client interface, account pitching; creative and media briefing process, agency – media interface, revenue earning and sources, agency audit. DAGMAR, DAVP.

**MODULE III: ADVERTISING CREATION AND EXECUTION****(15 HRS)**

Ad-Copy Writing; Elements of good advertising, Ad Appeals. Importance of Ad design and layout. Use of typography, graphics etc. Copywriting: Writing ad copy for different media. Types of headlines and body copy, slogans; taglines. Advertising Planning and execution. Ad campaign, Media planning, media buying, Media Strategy.

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### 5. Reading Books:

1. Sethia and Chunawalla– Advertising: Principles and Practice. Himalaya Publishing House.
2. J.V. Vilanilam and A.K.Varghese– Advertising Basics. Sage ( 2004)
3. David Ogilvy– Ogilvy on Advertising. - Knopf Doubleday Publishing Group, (2013)  
<https://www.scribd.com/doc/181127154/Ogilvy-on-Advertising>
4. Frank Jefkins, Daniel Yadin, Advertising, Fourth Edition, Pearson Education. (2006)
5. Shipra Kundra, Introduction to Advertising and Public Relations, Anmol Publications Pvt. Ltd, New Delhi. (2005)
6. Himanshu Pant, Advertising and Media, ABD Publishers, Jaipur. (2007)

### 6. Syllabus Focus

#### a) Relevance to Local/ Regional/ National/ Global needs

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Modules	FOCUS	
	Local , Regional , National and Global Development Needs	Relevance
Module I	Global ,National,Regional	The module is designed to understand definition and classification of advertising
Module II	Global, National	The module is designed to understand the functioning of ad agencies
Module III	Global, National, Regional,Local	The module is designed to equip the students with advertising skills

b) Components of Skill Development/ Entrepreneurship Development/  
Employability

FOCUS	Syllabus Content	Description of Activity
Skill Development/ Entrepreneurship Development/ Employability		
Skill Development	Module I	Quiz and Group discussions
Employability	Module II	Case Studies, Role Play
Entrepreneurship	Module III	Ideation Discussions/Visual Creation

7. Pedagogy

S. No	Student Centric Methods Adopted	Type / Description of Activity
1.	Seminar Presentation	Participative Learning
2.	Field Visit	Experiential Learning
3.	Case Studies	Problem Solving

8. Course Assessment Plan

a) Weightage of Marks in Continuous Internal Assessments and End Semester  
Examination

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COs	Continuous Internal Assessments - CIA 40%)	End Semester Examination (60%)
CO1	CIA I	End Semester examination
CO2		
CO3	CIA-2 Presentation on different advertising strategies	
CO1,2,3	CIA-2 Planning and Designing of Ad Campaign	

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## b) Question Paper Pattern

SEMESTER I  
ADVERTISING

## MODEL QUESTION PAPER THEORY

Course Code : P20/MCJ/DSC/103

Credits : 3 Crs

Max. Marks: 60

Time: 2.5 Hours

SECTION A - Answer ALL the questions.				3 Q X 12 M = 36 M	
Q.No	Module	Question	CO	BTL	
1	Module 1	Identify the classifications based on Audience, Geographic area, media and Purpose (OR)	CO 1	I	
2	Module 1	Recognize the importance of Market Research and situational analysis	CO 1	I	
3	Module 2	Explain Ad agency organization structure and types of ad agency with functions (OR)	CO 2	II	
4	Module 2	Summarize Product positioning strategies with examples	CO 2	II	
5	Module 3	Demonstrate different elements of print advertising with illustrations.(OR)	CO 3	III	
6	Module 3	Describe some rules to follow while writing ad copy for different media?	CO 3	III	

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**SECTION B - ANSWER ANY 4 OUT OF 6****4Q X 6 M = 24 M**(To compulsorily have **ONE** question from **each** module)

7	<b>Module 1</b>	Describe Product Life Cycle	<b>CO 1</b>	<b>I</b>
8	<b>Module 1</b>	Explain Above the Line Below the Line Advertising	<b>CO 1</b>	<b>I</b>
9	<b>Module 2</b>	Summarize the concept of AIDA	<b>CO 2</b>	<b>II</b>
10	<b>Module 2</b>	What is the main idea of Social Marketing?	<b>CO 2</b>	<b>II</b>
11	<b>Module 3</b>	How is Media Buying and Planning used in the Advertising industry?	<b>CO 3</b>	<b>III</b>
12	<b>Module 3</b>	How are Ad Appeals utilized?	<b>CO 3</b>	<b>III</b>

**C) Question Paper Blueprint**

Modules	Hours Allotted in the Syllabus	COs Addressed	Section A (No. of Questions)	Total Marks	Section B (No. of Questions)	Total Marks
1	15	CO-1	2	12	2	6
2	15	CO-2	2	12	2	6
3	15	CO-3	2	12	2	6
1,2,3		CO-1,2,3				6

**9. CO - PO Mapping :**

CO	PO	Cognitive Level	Classroom sessions (hrs)
1	1	Remembering	15
2	5	Understanding	15
3	3	Applying	15

Prepared by Course Teacher [Name & Signature]	Checked & Verified by HoD/ Programme Coordinator [Name & Signature]	Approved by the Principal
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## SEMESTER I

## INTRODUCTION TO COMMUNICATION AND MASS MEDIA

## 1. Course Description

Programme	: M.A.	Max. Hours	: 45
Course Code	: P24/MCJ/DSC/101	Hours per week	: 3
Course Type	: Discipline Specific Core	Max. Marks	: 100
No. of Credits	: 3 Crs		

## 2. Course Objective:

1. To be able to explain the principles and theories of Mass Communication.
2. To acquaint students with the knowledge on the importance and effect of mass media.

## 3. Course Outcomes:

After the successful completion of the course, the students will be able to:

**CO1:** Recognize the process of Communication.

**CO2:** Discuss communication in the light of various models and principles.

**CO3:** Analyze history and significance of mass media in India

  
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#### 4. Course Content

##### MODULE – I: INTRODUCTION TO COMMUNICATION:

(15 Hrs)

Communication: Definition, process and elements. Function of and barriers to Communication, 7 Cs and principles for effective Communication. Typology of Communication – intrapersonal, interpersonal, group, mass, interactive communication. Mass Communication characteristics, concept of gatekeeping, propaganda, knowledge gap hypothesis.

##### MODULE – II: COMMUNICATION MODELS AND THEORIES

(15 Hrs)

Lasswell formula, S M C R model. Shannon and Weaver, Osgood and Schramm. Dance's helical model, spiral of silence, Newcomb's ABX model. Wesley and McLean Model, Gerbner's model. Agenda setting, cultivation, uses and gratification, Rogers' theory of Diffusion of innovation. two-step flow hypothesis, multi-step flow of communication. Post-positivist Theory, Hermeneutic Theory. Normative media theories: Authoritarian theory, Libertarian theory, Social responsibility theory, Soviet media theory.

##### MODULE – III: MASS MEDIA AND AUDIENCES

(15 Hrs)

Functions and effects of Mass Media; market driven Media effects, cultural integration and pollution. Media audiences; Audience interaction; Public opinion and democracy. An overview of media in India (Major Issues, Landmarks): History of Print Media Broadcast media. New media, Advertising /PR, Traditional media. Cross media ownership/media conglomerates

#### 5. Reference books:

1. Keval.J.Kumar, Mass Communication In India.
2. Uma Narula – Mass Communication: Theory And Practice. - Har-Anand Publications Pvt. Limited, 2001
3. Denis McQuail – McQuail's Mass Communication Theory. - Sage Publications
4. Dennis McQuail – Audience Analysis. – Sage Publications, 1997
5. Denis McQuail and VenWindall– Communication Models. - Routledge Everett M Rogers – Communication and Development; A Critical Perspective.
7. Melvin L DeFluer and Sandra J Ball – Theories of Mass Communication. - Longman Publications
8. Stanley J Baran and Dennis K Davis – Mass Communication Theory. Cengage Learning

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## 6. Syllabus Focus

## a) Relevance to Local/ Regional/ National/ Global needs

Modules	FOCUS	Relevance
	Local , Regional , National and Global Development Needs	
Module I	Global	The module is designed to understand the process and elements in Communication
Module II	Global	The module is designed to understand the critical theories
Module III	Global/National	The module is designed to understand the effects of Mass Media

## a) Components of Skill Development/ Entrepreneurship Development/ Employability

FOCUS	Syllabus Content	Description of Activity
Skill Development/ Entrepreneurship Development/ Employability		
Skill Development	Module I	Role-Play/Interactive games
Skill Development	Module II	Interactive Quizzes
Skill Development	Module III	Group discussions

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## 7. Pedagogy

S. No	Student Centric Methods Adopted	Type / Description of Activity
1.	Seminar Presentation	Participative Learning
2.	Audio Visual Presentations	Experiential Learning
3.	Group Discussion	Participative Learning

## 8. Course Assessment Plan

### a) Weightage of Marks in Continuous Internal Assessments and End Semester Examination

COs	Continuous Internal Assessments - CIA (40%)	End Semester Examination - (60%)
CO1	CIA I	End Semester examination
CO2		
CO3	CIA-1 - Impact of Mass Media - case studies Presentation	
CO 4	CIA-2 Objective Type Test	

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## b) Question Paper Pattern

**INTRODUCTION TO COMMUNICATION AND MASS MEDIA  
MODEL QUESTION PAPER**

Course Code : P20/MCJ/DSC/101

Max. Marks : 60

No. of Credits : 3 Crs

Time: 2 hrs 30 mins

SECTION A - Answer ALL the questions		3Q X 12 M = 36 M		
Q.No	Module	Question	CO	BTL
1	Module 1	What are the barriers to communication with suitable examples?(OR)	CO 1	I
2	Module 1	Give an example of Gatekeeping and its significance in today's media environment?	CO 1	I
3	Module 2	Explain Shannon & Weaver's communication model.  (OR)	CO 2	II
4	Module 2	Describe Normative Media Theory's relevance in today's world?	CO 2	II
5	Module 3	Analyze the effect of Mass media in a society?  (OR)	CO 3	IV
6	Module 3	List out the landmark developments of the print media in India.	CO 3	IV

SECTION B - ANSWER ANY 4 OUT OF 6			4Q X 6 M = 24 M	
( To compulsorily have ONE question from each module)				
7	Module 1	What are the types of Communication?	CO 1	I
8	Module 1	Define interactive Communication ?	CO 1	I
9	Module 2	Compare ABX model and theodore newcomb	CO 2	II
10	Module 2	Explain the Lasswell's model of communication.	CO 2	II
11	Module 3	Distinguish traditional media and new media.	CO 3	IV
12	Module 3	Examine the impact of Media Conglomerates on today's society?	CO 3	IV

## c) Question Paper Blueprint

Modules	Hours Allotted in the Syllabus	COs Addressed	Section A (No. of Questions)	Total Marks	Section B (No. of Questions)	Total Marks
1	15	CO-1	2	12	2	6
2	15	CO-2	2	12	2	6
3	15	CO-3	2	12	2	6
1,2,3		CO-1,2,3				6

## 9. CO - PO Mapping:

CO	PO	Cognitive Level	Classroom sessions (Hrs)
1	1	Remember	15
2	2	Understand	15
3	4	Analyze	15

Prepared by Course Teacher [Name & Signature]	Checked & Verified by HoD / Programme Coordinator [Name & Signature]	Approved by the Principal
B. Sandeepa <i>B. Sandeepa</i>	K. Ravi Kumar <i>K. Ravi Kumar</i>	<i>[Signature]</i>

SEMESTER I

INTRODUCTION TO ELECTRONIC MEDIA AND FILM

1. Course Description

Programme	: M.A.	Max. Hours	: 45
Course Code	: P24/MCJ/DSC/104	Hours per week	: 3
Course Type	: Discipline Specific Core	Max. Marks	: 100
No. of Credits	: 3 Crs		

2. Course Objectives:

1. To understand the working pattern of electronic media platforms.
2. To introduce students to the emergent technologies in Electronic Media.

3. Course Outcomes:

After completion of the course, the student will be able to:

CO1. Discuss the current structure of broadcasting in India with a focus on All India Radio and Doordarshan.

CO2. Analyse the nature and impact of television as a mass communication medium, exploring its technology, programming, and role in development

CO3. Analyse the Indian film industry, its genres, production process, and social impact

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#### 4. Course Content

##### MODULE – I: BROADCASTING IN INDIA & EVOLUTION OF RADIO (15 Hrs)

Introduction to broadcasting, Evolution of growth of All India Radio and Doordarshan, Prasar Bharathi – structure, objectives and role. Radio Studio, Radio Technology, Frequencies: SW, MW, FM transmission, the elements of Radio Production, Organizational Structure, Various programmes of Radio, Educational and commercial Radio, Development of Radio in India, Community Radio

##### MODULE– II: TELEVISION COMMUNICATION ESSENTIALS (15Hrs)

Nature of Television as medium of Communication, Television in India, Television Technology, Broadcasting standards, PAL, NTSC and SECAM. TV Studio layout, Organisational Structure of Television, Key professionals in TV production, TV language and grammar, Characteristics, Introduction to various television programmes, Dynamics of Television Industry

##### MODULE- III: INDIAN FILM STUDIES OVERVIEW: (15Hrs)

A brief history of Indian cinema, Nature of film as medium of Mass Communication, Film genres, Elements of film-script, Process of filmmaking, Editing: Linear and Non-Linear, Examination of films and social issues, Parallel cinema, commercial cinema and documentaries, Film Industry scenario-Tollywood and Bollywood, Film review and criticism, NFDC, FTI.

#### 5. Reading Books:

1. Video Production – Vasuki Belavadi, OUP India, 20-Jun-2013.
2. Television Production Handbook-- Herbert Zettl, Cengage Learning, 01-Jan-2014.
3. Keval J Kumar, Mass Communication in India (4th edn), Mumbai: Jaico Publishing House, 2012.
4. Video Production Handbook -Gerald Millerson, Jim Owens, Taylor & Francis, 2012 - Performing Arts.
5. The Five C's Of Cinematography: Motion Picture Filming Techniques - Joseph V. Mascelli, Cine/Grafic publications.
6. Filmmaking: Direct Your Movie from Script to Screen Using Proven Hollywood Techniques, Jason Tomaric, Taylor & Francis, 02-May-2013 - Performing Arts

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## 6. Syllabus Focus

## a) Relevance to Local/ Regional/ National/ Global needs

Modules	FOCUS	Relevance
	Local , Regional , National and Global Development Needs	
Module I	Local, National	The module is designed to understand the development of broadcasting in India
Module II	Global	The module is designed to understand TV technology and broadcasting standards
Module III	Global	The module is designed to understand the history and process of filmmaking

## b) Components of Skill Development/ Entrepreneurship Development/ Employability

FOCUS	Syllabus Content	Description of Activity
Skill Development/ Entrepreneurship Development/ Employability		
Skill Development	Module I	Quiz and Group discussions
Skill Development	Module II	Brainstorming for ideas and Group discussions
Skill Development	Module III	Film screening, Analysis and Group discussions

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## 7. Pedagogy

S. No	Student Centric Methods Adopted	Type / Description of Activity
1.	Seminar Presentation	Participative Learning
2.	Audio Visual Presentations	Experiential Learning
3.	Group Discussion	Participative Learning

## 8. Course Assessment Plan

## a) Weightage of Marks in Continuous Internal Assessments and End Semester Examination

COs	Continuous Internal Assessments - CIA (40%)	End Semester Examination - (60%)
CO1	CIA-1	End Semester examination
CO2		
CO3	CIA-2 Film analysis: Presentation	
CO4	CIA-2 Objective Type Test	

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## b) Question Paper Pattern

## SEMESTER II

## INTRODUCTION TO ELECTRONIC MEDIA AND FILM

## MODEL QUESTION PAPER

Paper Code: P24/MCJ/DSC/104

Max Marks: 60

Credits: 3 Crs

Time: 2 1/2 Hours

SECTION A - Answer ALL the questions.				3 Q X 12 M = 36 M	
Q.No	Module	Question	CO	BTL	
1	Module 1	Discuss the evolution and growth of AIR. (OR)	CO 1	II	
2	Module 1	Explain the role, structure and objectives of Prasar Bharati?	CO 1	II	
3	Module 2	Explain the Broadcasting standards: PAL, NTSC and SECAM? (OR)	CO 2	IV	
4	Module 2	Discuss the role and significance of TV studio layout and production equipment?	CO 2	IV	
5	Module 3	Describe the evolution and significant milestones in the history of Indian Cinema, analyzing its impact on society, culture, and the global film industry? (OR)	CO 3	V	
6	Module 3	Briefly discuss the elements of Film Script with more examples?	CO 3	V	

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SECTION B - ANSWER ANY 4 OUT OF 6				4 Q X 6 M = 24 M
( To compulsorily have ONE question from each module)				
7	Module 1	What is Chanda Committee	CO 1	I
8	Module 1	What is Community Radio	CO 1	II
9	Module 2	What does a TV studio layout entail?	CO 2	IV
10	Module 2	What are the responsibilities of an Executive producer?	CO 2	II
11	Module 3	What is the status of Commercial Cinema in India?	CO 3	III
12	Module 3	What is NFDC in the context of commercial cinema?	CO 3	V

## C) Question Paper Blueprint

Modules	Hours Allotted in the Syllabus	COs Addressed	Section A (No. of Questions)	Total Marks	Section B (No. of Questions)	Total Marks
1	15	CO-1	2	12	2	6
2	15	CO-2	2	12	2	6
3	15	CO-3	2	12	2	6
		CO 1-3				6

**SEMESTER – I**  
**NEWS WRITING AND REPORTING ANALYSIS**  
**PRACTICAL**

**1. Course Description**

<b>Programme</b>	<b>: M.A.</b>	<b>Max.Hours</b>	<b>: 60 Hrs</b>
<b>Course Code</b>	<b>: P24/MCJ/DSC/101/P</b>	<b>Hours per week</b>	<b>: 4 Hrs</b>
<b>Course Type</b>	<b>: Discipline Specific Core</b>	<b>Max.Marks</b>	<b>: 50</b>
<b>No. of Credits</b>	<b>: 2 Crs</b>		

**2. Course Objective:**

1. Students will acquire skills of news writing, editing and reporting.
2. Students will use the skills to publish letters to the editors and features.

**3. Course Outcome:**

After completion of the course, the student will be able to:

- CO1:** Define the concept and importance of news by understanding and learning different techniques of writing, reporting and editing.
- CO2:** Analyze, write, edit the news stories, letters to the editor and features.

**4. Course Content**

The following exercises will be given as part of the practicals:

**List of Internal Projects****Exercise I****(05 M)**

- Identify and describe hard and soft news, structure of news, sources of news etc.
- Writing leads and the news story
- Selection of right kind of pictures for the Print Media
- Publishing the letters to the editor

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**Exercise II****(10 M)**

- Feature, types of features, structure of features; column, types of columns, structure of column.
- **Feature Publication in any media**

**Exercise III****(05 M)**

- News Analysis : Framing and Coverage
- Discussions on editorial writings of different Newspapers.
- **A small minor project on comparative analysis of reporting a particular issue in the print media**


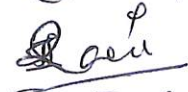

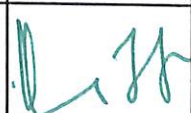
**List of External Projects****Exercise I****(05 M)**

- **Report Writing of Events on Campus**

**Exercise II****(10 M)**

- **Designing of a Newsletter based on the news reports of the campus events**

**Viva Voce****(15 M)**

Prepared by Course Teacher [Name & Signature]	Checked & Verified by HoD / Programme Coordinator [Name & Signature]	Approved by the Principal
K. Ravi Kumar 	K. Ravi Kumar  	

**SEMESTER I**  
**NEWSPAPER PRODUCTION**  
**PRACTICAL**

**1. Course Description**

Programme	: M.A.	Max.Hours	: 60
Course Code	: P24/MCJ/DSC/102/P	Hours per week	: 4
Course Type	: Discipline Specific Core	Max.Marks	: 50
No. of Credits	: 2 Cr		

**2. Course Objective:**

1. Students will acquire practical skills of reporting, editing and designing.
2. Students will use the skills to publish Campus Herald, the Campus Newspaper.

**3. Course Outcome:**

After completion of the course, the student will be able to:

**CO1:** Demonstrate skills required to write, edit and design a newspaper.

**CO2:** Design campus newspaper as editors, reporters and sub-editors.

**4. Course Content**

The following exercises will be given as part of the practicals:

**List of Internal Projects****Exercise- I****(05 M)**

- Identify and describe hard and soft news
- Writing leads and the news story which includes lead, body and conclusion
- Setting the editorial policy and use of visuals in the Print Media

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**Exercise -II****(10 M)**

- Publishing the letters to the editor (OR)
- Feature and Column writing exercises

**Exercise -III****(05 M)**

- Planning Pages and Newspaper Layout
- Elements of page design that includes Text, Headlines, Cutline, Captions, Quotes, Rules and Boxes, ASFs etc.

**List of External Projects****Exercise - I****(10 M)**

- Report writing of events on campus newsletter

**Exercise - II****(10 M)**

- Designing of newspapers

**Viva voice****(10 M)**

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**SEMESTER I**  
**PHOTOGRAPHY**

**1. Course Description**

<b>Programme</b>	<b>: M.A.</b>	<b>Max.Hours</b>	<b>: 30</b>
<b>Course Code</b>	<b>: P24/MCJ/OE/101</b>	<b>Hours per week</b>	<b>: 2</b>
<b>Course Type</b>	<b>: Open Elective</b>	<b>Max.Marks</b>	<b>: 50</b>
<b>No. of Credits</b>	<b>: 2 Crs</b>		

**2. Course Objective:**

- 1.To provide students with comprehensive insights into digital photography.
2. To develop students' understanding of the technical aspects of photography, including equipment and settings.

**3. Course Outcomes:**

After completion of the course, the student will be able to:

**CO1:** Recognize and identify various components of a digital camera and demonstrate proficient handling techniques, facilitating professional-grade photography

**CO2:** Master technical settings within the camera to capture high-quality images effectively, demonstrating competence in photography skills



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**4. Course Content**

**MODULE - I: INTRODUCTION TO DIGITAL CAMERA**

**(15 Hrs)**

Introduction to the Digital Camera, different types of cameras, how a Digital Camera Works, Camera Features, white balance, Type of Shots, Camera angles, Types of Lenses - Fixed & Zoom Lens Cameras, Composition, Framing.

**MODULE -II: APERTURE, ISO & SHUTTER SPEED**

**(15 Hrs)**

Exposure Triangle: Aperture, Shutter Speed, ISO, Depth of Field, Black and White Photos, Lighting Techniques: Natural and Artificial Light, Types of Flash, Filters. Image Editing and Post-Processing, Post-production of Photography, Photography ethics, photo manipulation.

**5. Reference Books**

1. Doug Harman, The Digital Photography Handbook, Quercus Publishing Plc, 2010
2. Tomang, Digital Photography and Introduction, by Darling Kindersley Limited, 2018.
3. Kim Doty & Cindy Snyder, The Digital Photography, 2012, Peachpit Press

**6. Syllabus Focus**

**a) Relevance to Local/ Regional/ National/ Global needs**

Modules	FOCUS	Relevance
	Local, Regional , National and Global Development Needs	
Module I	Global, National, Regional, Local	The module is designed to understand the basics of digital photography and camera settings
Module II	Global, National, Regional, Local	The module is designed to understand the advanced composition and image editing

**b) Components of Skill Development/ Entrepreneurship Development/ Employability**

FOCUS	Syllabus Content	Description of Activity
Skill Development/ Entrepreneurship Development/Employability		
Skill Development	Module I	Hands-on demonstrations of camera operations and various settings
Employability	Module II	Hands-on tutorials on image editing software and techniques.

**7. Pedagogy**

S. No	Student Centric Methods Adopted	Type / Description of Activity
1.	Seminar Presentation	Participative Learning
2.	Audio Visual Presentation	Experiential Learning
3.	Pre-Production, Production, Post-Production sessions	Experiential Learning

**8. Course Assessment Plan**

**a) Weightage of Marks in Continuous Internal Assessments and End Semester Examination**

COs	Continuous Internal Assessments - CIA (40%)	End Semester Examination - (60%)
CO4	CIA-I :Assignments 20Marks	End Semester examination 30 Marks

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## b) Question Paper Pattern

**PHOTOGRAPHY**  
**MODEL QUESTION PAPER**

Course Code : P24/MCJ/OE/101

Max Marks: 30Marks

Credits: 2 Crs

Time: 1hr

SECTION A - Answer any FIVE of the following			5 Q X 6 M = 30 M	
Q.No.	Module	Question	CO	BTL
1	Module 1	What is a DSLR camera and enumerate different parts of camera?	CO 1	I
2	Module 1	What are different camera shots? Explain graphically.	CO 1	I
3	Module 1	Explain about different types of lenses and their usage.	CO 1	I
4	Module 1	Explain any of the five elements of composition	CO 1	I
5	Module 2	What is flash? Explain different conditions in which you use it or avoid it?	CO 2	II
6	Module 2	Discuss the importance of light in Photography. What are the types of lighting techniques used in Indoor and outdoor shootings?	CO 2	II
7	Module 2	Express your views on Traditional and Digital Photography covering the advantages and disadvantages of both?	CO 2	II

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**SEMESTER - I**  
**REPORTING & EDITING**

**1. Course Description**

<b>Programme</b>	<b>: M.A.</b>	<b>Max. Hours</b>	<b>: 45</b>
<b>Course Code</b>	<b>: P24/MCJ/DSC/102</b>	<b>Hours per week</b>	<b>: 3</b>
<b>Course Type</b>	<b>: Discipline Specific Core</b>	<b>Max. Marks</b>	<b>: 100</b>
<b>No. of Credits</b>	<b>: 3 Crs</b>		

**2. Course Objective:**

1. To provide an understanding into the basic principles of Reporting and Editing.
2. To develop techniques of Reporting and Editing \

**3. Course Outcomes:**

After completion of the course, the student will be able to:

**CO1:** Define the process of news and interpret news values.

**CO2:** Discuss the role of reporters in society to develop reporting and classify types of reporting.

**CO3:** Detect editorial values, editing techniques while writing for newspapers

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#### 4. Course Content

##### MODULE - I: CONCEPT OF NEWS AND REPORTING

(15hrs)

News process – from event to the reader. News values Basic components of a news story – attribution, verification; balance and fairness, brevity. News sources, Gathering facts, Different forms of reporting: spot news/live reporting- Reporting on public affairs, meetings, conferences, seminars, cultural, civic events. Types of copy: Agency copy, Bureau copy, District Copy

##### MODULE - II: TYPES OF REPORTING & EDITORIAL DEPARTMENT

(15hrs)

Crime, Legislature, courts, business, agriculture, science and technology, sports, fashion and lifestyle, Investigative, interpretative, trend, and advocacy reporting: consumer issues, gender issue and human rights, marginalized sections. Curtain raisers. Interviewing techniques. **Organisational structure of a newspaper:** role and functions of editorial, advertising, circulation, production, HR and administration. Qualities of editor, news editor, chief-sub editor and sub-editor, reporter.

##### MODULE –III:EDITING PROCESS & PRINTING TECHNOLOGY

(15hrs)

Concept, process and significance of editing: Planning and visualization of news, Re-writing, Proofreading. Style book/sheet. Headlines – functions, types, patterns of headlines. Syndicates. Advertorials. **Printing technology:** process, methods of printing: letterpress, off-set and gravure. Offset printing process advantage and disadvantage.

#### 5. Reference Books:

1. Usha – Raman Writing for the Media. - Oxford (15 December 2009)
2. K.M. Shrivastava – News Reporting and Editing. - Sterling Publishers Pvt Ltd (1 January 2003)
3. M. V. Kamat – Professional Journalism. - Vikas Publication House Pvt Ltd; First edition (2009)
4. B. G. Varghese – Indian Journalism.
5. Richard Keeble – The Newspapers Handbook. - Routledge; 3 edition (17 May 2001)
5. VirBala Agarwal: Essentials of Pracical Journalism, Concept Publishing House, 2006.
6. Maloney & Rubenstein: Writing for Media, Allyn& Bacon, 2<sup>nd</sup> Edition.

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6. Syllabus Focus

a) Relevance to Local/ Regional/ National/ Global needs

Modules	FOCUS	Relevance
	Local , Regional , National and Global Development Needs	
Module I	National	The module is designed to understand news concept and reporting
Module II	Global/National	The module is designed to classify types of reporting
Module III	National	The module is designed to understand different printing methods

b) Components of Skill Development/ Entrepreneurship Development/Employability

FOCUS	Syllabus Content	Description of Activity
Skill Development/ Entrepreneurship Development/ Employability		<i>Dr. Satish Kumar</i> DR. SATISH KUMAR THALLADI Head & Chairman, B.O.S. Department of Journalism and Mass Communication Osmania University, Hyderabad - 500 007
Skill Development	Module I	Quiz and Group discussions
Skill Development	Module II	Quiz and Group discussions
Skill Development & Employability	Module III	Quiz and Group discussions

## 7. Pedagogy

S. No	Student Centric Methods Adopted	Type / Description of Activity
1.	Seminar Presentation	Participative Learning
2.	Audio Visual Presentations	Experiential Learning
3.	Group Discussion	Participative Learning

## 8. Course Assessment Plan

## a) Weightage of Marks in Continuous Internal Assessments and End Semester Examination

COs	Continuous Internal Assessments - CIA (40%)	End Semester Examination - (60%)
CO1	CIA I	End Semester examination
CO2		
CO3	CIA-2 - Newspaper reporting on campus event - Event to reader.	
CO 1,2,3	CIA-2 Objective Type Test	

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## b) Question Paper Pattern

**REPORTING & EDITING**  
**MODEL QUESTION PAPER**

Course Code : P24/MCJ/DSC/102

Max. Marks : 60

Credits: 3

Time: 2 hrs 30 min

SECTION A - Answer ALL the questions.			3Q X 12 M = 36 M	
Q.No	Module	Question	CO	BTL
1	Module 1	Describe the News Values with relevant examples. Do different media outlets place varying emphasis on each of them? (OR)	CO 1	II
2	Module 1	Explain the different types of copy.	CO 1	II
3	Module 2	Compare investigative and interpretative reporting. (OR)	CO 2	IV
4	Module 2	Classify the essential qualities, roles and duties of a reporter?	CO 2	IV
5	Module 3	Justify the importance of planning and visualization of news (OR)	CO 3	V
6	Module 3	Assess offset printing process. What are its advantages and disadvantages?	CO 3	V

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**SECTION B - ANSWER ANY 4 OUT OF 6****4Q X 6 M = 24 M**(To compulsorily have **ONE** question from **each** module)

7	Module 1	What are News sources?	CO 1	II
8	Module 1	Define live reporting ?	CO 1	II
9	Module 2	List the duties of a sub editor	CO 2	IV
10	Module 2	What is the motive behind drafting Curtain raisers?	CO 2	IV
11	Module 3	Evaluate the need for Syndicates in Journalism ?	CO 3	V
12	Module 3	How can you assess the importance of Advertorials?	CO 3	V

**c) Question Paper Blueprint**

Modules	Hours Allotted in the Syllabus	COs Addressed	Section A (No. of Questions)	Total Marks	Section B (No. of Questions)	Total Marks
1	15	CO-1	2	12	2	6
2	15	CO-2	2	12	2	6
3	15	CO-3	2	12	2	6
1,2,3	15	CO 1,2,3				

**9. CO - PO Mapping:**

CO	PO	Cognitive Level	Classroom sessions (hrs)
1	1	Remember	15
2	3	Understand	15
3	5	Analyse	15

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T. SUZAN SPURTHLE <i>[Signature]</i>	K. Ravi Kumar <i>[Signature]</i>	<i>[Signature]</i>

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**SEMESTER - I**  
**VIDEO PRODUCTION AND EDITING**  
**PRACTICAL**

**1. Course Description**

Programme	: M.A.	Max.Hours	: 60 Hrs
Course Code	: P24/MCJ/DSC/104/P	Hours per week	: 2 Hrs
Course Type	: Discipline Specific Core	Max.Marks	: 50
No. of Credits	: 2 Cr		

**2. Course Objective:**

1. Students will acquire skills of video recording and video editing.
2. Students will use the skills to produce PSAs, teasers and trailers.

**3. Course Outcome:**

After completion of the course, the student will be able to:

**CO1:** Demonstrate the skills of video production and video editing

**CO2:** Create the videos with the gained knowledge

**4. Course Content**

The following exercises will be given as part of the practicals:

**List of Internal Projects**

**Exercise I**

- Camera Shots, movements and angles
- Composition
- Lighting
- Create a tutorial on basics of Camera Shots, movements and angles

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**Exercise II**

(10 M)

- 180 Degree rule, shot-reverse shot, Over the shoulder (OTS) etc.
- Continuity Exercise
- Create introduction of the character videos : Hero, Heroine and villain

**Exercise III**

(05 M)

- FCP : Import and export, create and manage projects, edit visuals, edit audio resources, add transitions, titles, effects, and generators.
- Editing, types of editing, history of editing, famous personalities in editing
- Create Teaser and Trailer

**List of External Projects**

**Exercise I**

(10 M)

- Produce two PSAs

**Exercise II**

(10 M)

- Produce a remake of a 5 mins film scene

**Viva Voce**

(10 M)

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