Year: II	Course Code:	Title of the Course:	Course Type:	Course Category:	H/W	Credits	Marks
Sem: IV	UAJLA20	Journalism	Theory	Allied	6	5	100

Objective:

- To introduce the field of Visual Nature of journalism in various media and to develop journalistic skills in students

Course Outcomes (CO)

The Learners will be able to

CO1: Explaining the basic concepts of journalism.

CO2: Analyzing the newspaper organization and its ethical codes.

CO3: Evaluating the role of journalist in the stream of electronic media.

CO4: Classifying the duties and responsibilities of Television journalist.

CO5: Acquiring the Knowledge and process of online journalism.

CO	PSO					
	1	**2**	**3**	**4**	**5**	**6**
CO1	H	H	H	M	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	**2**	**3**	**4**	**5**	**6**
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Unit I: Introduction to Journalism (18 hours)

1.1. Evolution of Journalism (K1, K2)
1.2. News, Types of news, News values (K1, K2, K3)
1.3. Structure of news story (K1, K2, K3)
1.4. Journalism ethics (K2, K3)
1.5. Functions of news (K3, K4)
1.6. Journalism in action (finding, choosing, sourcing, gathering, writing, editing and taking news further) (K1, K2,K3,K4)

Unit II: Print Journalism (18 hours)

2.1. History of newspaper, Press council (K1, K2, K3)

2.2. Code of ethics of Indian journalist (K1, K2, K3)

2.3. News agencies (K1, K2,)

2.4. Newspaper organizations (ABC – RNI – INS - India Press council (K2, K3, K4)

2.5. Style of writing, journalist as investigator, journalist as entertainer (K3, K4)

2.6. Difference between newspaper and news magazine, Types of news magazine (K2, K3, K4)

Unit III: Electronic Journalism-Radio Journalism(18 hours)
3.1. News flow in broadcast media (K1, K2, K3)
3.2. Basics of Radio News, Sources and contacts (K1, K2, K3)
3.3. Wire services, Components of News (K1, K2, K3)
3.4. Radio news room setup, Radio News Reporting, (K2, K3, K4)
3.5. News writing and presentation, Elements of editing, integrating audio bytes (K2, K3, K4)
3.6. Radio talks and discussions, radio interviews. Writing for packages- local, regional, national (Voice over, Sound on Tape) (K2, K3, K4)

Unit IV: Television Journalism (18 hours)

4.1. TV News room work process (K1, K2, K3)

4.2. Basics of TV News, Structuring TV News (K1, K2, K3)

4.3. News gathering and writing (K1, K2, K3)

4.4. Integrating sound bites, visualization of News, voice-overs (K1, K2, K3)

4.5. TV interviews, Process of Live inputs, News Debates News analysis (K1, K2, K3, K4)

4.6. Gate keeping, News anchoring (K1, K2, K3)

Unit V: Online Journalism (18 hours)

5.1. Newspapers and News reporting in the digital age (K1, K2, K3)

5.2. News flow in online media (K1, K2, K3)

5.3. Media differences in news coverage (K1, K2, K3)

5.4. Organization of online newspapers, Internet news producing strategies (K1, K2, K3, K4)

5.5. Future of internet news (K1, K2, K3)

5.6. Citizen journalism.(K1, K2, K3)

Assignments:

Students can produce their own production of tabloids, newspapers. Journals, magazine.

Books for Study and Reference:

1. Lynette Sheridan burns-Understanding Journalism 2ND edition-Sage publications-2013
2. KevalJ.Kumar - Mass Communication in India - Jaico Publications, 2011.
3. Rajesh Pandey-Visual Journalism-adhyayan publishers and distributors-edition 2009
4. Ajay Dash-Journalistic Writing-Sonali publications-2008
5. Paul Chantter, Peter Stewart – Basic Radio Journalism – Focal Press, 2007.
6. Brad Schultz – Broadcast News Producing - Sage Publication, 2007.
7. B.K. Desh Pandey - Photojournalism – Sonali Publications, 2007.
8. Dr.G.C.Banik – PR and Media Relation - Jaico Publications, 2005.
9. B.N. Ahuja - Theory and Practice of Journalism - Surjeet Publication, Delhi, 2004

SEMESTER V – PAPER VII
UCVCK20 - DIGITAL PUBLIC RELATIONS

Year: III Sem: V	Course Code: UCVCK20	Title of the Course: Digital Public Relations	Course Type: Theory	Course Category: Core	H/W 5	Credits 3	Marks 100

Objective:

- To initiate students to the field of Public Relations by giving them a background, trends and techniques in PR
- the course will teach principles of digital communications management and their application to develop strategy,

Course Outcomes (CO)

The Learners will be able to

CO1: Summarize the Concepts and Scope of Public Relations in different sectors.

CO2: Evaluating the Process of PR and acquiring the profound knowledge in Public relation writing.

CO3: Analyzing the corporate, social and ethical Responsibilities of PR.

CO4: Examine the different roles of Digital PR

CO5: Preparing and presenting a PR campaign on social issues

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Unit I: Public Relations: Introduction   (15 hours)
1.1. Evolution and Definition of Public relations (K1, K2, K3)
1.2. History of PR in India Activities of PR.(K1, K2, K3)
1.3. Scope of PR,Roles of a PRO, PR in Government.(K1, K2, K3, K4)
1.4. PR in service sector.(K1, K2, K3)
1.5. Internal and External Publics.(K1, K2, K3)
1.6. SWOT analysis of PR.(K1, K2, K3, K4)

Unit II: PR process Writing   (15 hours)
2.1. The PR process, PR, In-house vs external agency (K1, K2, K3)

2.2. PR in crises, Role of a PR Writer, (K1, K2, K3)

2.3.Ethical and legal responsibilities of a PR Writer(K1, K2, K3)

2.4. Research for the PR Writer,(K2, K3)

2.5. Copy writing for the web (K1, K2, K3)

2.6. Social media & mobiles, Benefits of PR.(K1, K2, K3)

Unit III:Corporate Social Responsibilities   **(15 hours)**

3.1. Public Utilities and PR.(K1, K2, K3)

3.2. Social responsibilities of PR.(K1, K2, K3)

3.3. Corporate socialresponsibilities.(K1, K2, K3,K4)

3.4. Benefits of CSR, Types of CSR.(K2, K3)

3.5. Advantages& disadvantages of CSR.(K2, K3)

3.6. PR and emerging Global Markets. (K1, K2, K3, K4)

Unit IV: Digital Public Relation   **(15 hours)**

4.1. Definition of DPR, Why Digital PR is important. (K1,K2, K3)

4.2. Traditional PR VS Digital PR.(K2, K3)

4.3. Types of Digital PR Strategy. (K2, K3)

4.4. Types of Digital PR- (SEO and Digital Marketing) Overview of digital marketing,

4.5 SEO, Social Media Marketing,.(K2, K3)

4.6. Mastering Google (AdWords advertising, analytics & applications), Benefits of Digital PR.(K1, K2, K3, K4)

Unit V: Public Relations Ethics   **(15 hours)**

5.1. Concepts of Ethics.(K1,K2,K3)

5.2. Public Relations society of India (PRSI).(K1,K2,K3)

5.3. The International Public Relations Association (IPRA).(K1,K2,K3)

5.4. Public Relations society of America (PRSA).(K1, K2,K3)

5.5. Council of Public Relations Firms.(K2,K3)

5.6. Charter on Media Transparency. (K1,K2,K3,K4)

Exercise: Campaign Project:

The students are divided into groups according to the strength of the class and they will choose Any one topic of their choice and the campaign is done in the nearby villages or government or Panchayat or private schools or prison giving awareness on the topics apt for that region or **On any Current issue of the year.**

(Project should be submitted as a video format or as power point presentation with Appendix)

Books for study and Reference:

1. Keith Butterick- Introducing PR (theory and practice)-Sage publications-2012.
2. K.M. Shrinivastava - Public Relations in the Digital Era – Pilgrim's Publishing, Varanasi, 2007.

3. Dr.G.C.Banik, Public Relation and Media Relations – Jaico Publishing House, 2005.
4. Scott M.Cutlip, Allen H.Centre, Glen M.Broom, Effective Public Relations – Pearson Education, 2003.
5. Dova Newsom, Bob Carrell - Public Relations Writing, Form and Style – Thomas Learning, 2001.

Websites reference:

http://www.marketingteacher.com/digital-public-relations-dpr/

http://www.omtac.com/h/n/OMTAC/digitalmarketingresi//292#A

https://www.ricemedia.co.uk/blog/digital-pr-important-everything-need-know/

http://www.csrinpractice.com/what-is-csr/

https://www.exposureninja.com_wp-content_uploads_2020_04_what-is-digital-pr-campaign-strategy-checklist.pdf

SEMESTER VI – PAPER VIII

UCVCO20 - MEDIA LAWSAND ETHICS

Year: III Sem: VI	Course Code: UCVCO20	Title of the Course: Media laws and Ethics	Course Type: Theory	Course Category: Core	H/W 5	Credits 4	Marks 100

Objective:

- To familiarize students with the framework of laws that apply to the field of electronic as well as print media

Course Outcomes (CO)

The Learners will be able to

CO1: Explaining the Concept of Media Laws and Rights

CO2: Reviewing Various Media Acts and its uses.

CO3: Acquire an in depth Knowledge in Media Laws.

CO4: Analyzing the Cyber Laws and Regulations.

CO5: Examine the Media Regulatory Authority Bodies.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	M	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Course Syllabus:

Unit I: Media and Freedom (15 hours)

1.1. Concept of media freedom, (K1, K2, K3)

1.2. Evolution of Article 19 (a), Rights and Restrictions, (K1, K2, K3)

1.3. Theories of the press,(K1,K2, K3)

1.4. Rights and Obligations of the media, (K1, K2, K3)

1.5. Components of Media Ethics,(K1, K2, K3)

1.6. IPC sections 124A,108, 501, 144. (K1,K2,K3,K4)

Unit II: Media Persons and the law (15 hours)

2.1. Defamation, Official Secrets Act,(K1,K2,K3)

2.2 Intellectual Property Rights, Issues of Privacy, (K1,K2,K3,K4)

2.3 Copyright Act, Obscenity,(K1,K2,K3)

2.4 Source Confidentiality, (K1,K2,K3)

2.5 Parliamentary Privileges Act,(K1,K2,K3)

2.6 Right to Information Act   (K1,K2,K3,K4)

Unit III: Laws on Media Institutions (15 hours)

3.1 Cable regulation Act, (K1,K2,K3)

3.2 Indian cinematography Act 1952, (K1,K2,K3)

3.3 Film censorship, (K1,K2,K3)

3.4 Contempt of Court, (K1,K2,K3)

3.5 Press and Registration of Books Act,(K1,K2,K3)

3.6 Regulation related to broadcast media (Indian Broadcasting code)(K1,K2,K3,K4)

Unit IV: Cyber Laws (15 hours)

4.1. Laws regulating Foreign Direct Investment in media (K2, K3, K4)

4.2. IT Act, Cyber laws in India. (K2, K3, K4)

4.3. Cyber security concerns. (K2, K3, K4)

4.4. Preventive measures. (K3, K4, K5)

4.5. Penalties. (K2, K3, K4)

4.6. Network service providers' protection. (K2, K3, K4)

Unit V: Regulating Authorities (15 hours)

5.1. Ministry of Information and Broadcasting. (K1,K2,K3)

5.2. Directorate of Advertising & Visual Publicity. (K2, K3,)

5.3. Directorate of Field Publicity. (K2, K3, K4)

5.4. Press Council. (K2, K3, 4k)

5.5. Central Board of Film Certification. (K3, K4,)

5.6. Advertising Standards Council of India, Telecom Authority. (K3, K4,)

Books for Study and Reference:

1. ParanjoyGuhaThakurta - Media Ethics, 2nd Edition - Oxford, 2012.
2. Devesh Kishore, Ganga Sagar Singh - Media Law, Har-Anand Publication, 2012.
3. Brij Kishore Sharma - Introduction to the Constitution of India, 6th Edition – PHI - Learning, 2011.
4. Gillian Doyle - Media Ownership - Sage Publications, 2002.
5. Dr. Durga Das Basu - Introduction to the Constitution of India, 19th Edition - Wadhwa Publications, Nagpur, 2001.
6. Cees J Hamelink - The Ethics of Cyber Space - Sage Publications, 2000.
7. Philip Patterson Lee Wilkins – Media ethics issues and cases, 6th Edition, Tata Mc Grawhill- 2010
8. Durga Doss Basu, (2000) Press Laws, Central Law Book Agency, Delhi.

SEMESTER VI – ELECTIVE II B
UEVCB20 - ELECTIVE II B: MEDIA MANAGEMENT

Year: III Sem: VI	Course Code: UEVCB20	Title of the Course: Media Management	Course Type: Theory	Course Category: Core	H/W 5	Credits 4	Marks 100

Objective:
To offer an understanding of the working of media organizations and the function and ethics of media professionals

Course Outcomes (CO)

The Learners will be able to

CO1: Discussing the Concepts of Management Principles.

CO2: Acquiring the knowledge in Structure of News Media Companies.

CO3: Utilizing the Internet in the Electronic Media Management

CO4: Applying the Ethical Codes effectively in the Media Management.

CO5: Evaluating the Ownership Patterns of Electronic Media Management.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	M	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

(Low - L, Medium – M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low - L, Medium – M, High - H)

Unit I: Managing Media (15 hours)

1.1. Managing Media. (K1, K2, K3)
1.2. Concept of Management Principal Levels of Management. (K1, K2, K3)
1.3. Agenda setting - Management skills. (K1, K2, K3)
1.4. Management functions. (K1, K2)
1.5. Management roles – Strategic alliances. (K1, K2, K3)
1.6. Implications for management - Radio, TV and Cable. (K1, K2, K3, K4)

Unit II: Operations and Structure of News Media companies (15 hours)

2.1. Structure of Media companies. (K1, K2, K3)

2.2. Consolidation and Convergence. (K1, K2, K3)

2.3. Kinds of Media ownership. (K2, K3, K4)

2.4. Combining forces and news roles. (K2, K3)

2.5. Financial Management. (K1, K2, K3, K4)

2.6. Meeting financial goals – Budgeting - Cross media ownerships. (K2, K3, K4)

Unit III: Electronic Media Management (15 hours)

3.1. The internet and Electronic media management. (K1, K2, K3)

3.2. Online Management - utilization of the Internet. (K2, K3, K4)

3.3. The web department. (K2, K3, K4)

3.4. Web formations and management. (K2, K3, K4)

3.5. Revenue streams: advertising - e-Commerce. (K2, K3, K4)

3.6. ERP- Local Portal, live streaming, e-zines, web TV. (K1, K2, K3, K4)

Unit IV: Ethics of Management (15 hours)

4.1. Ethical codes and Ethical Norms of Media management. (K2, K3, K4)

4.2. Fairness doctrine. (K3, K4).

4.3. Controversies over programming. (K3, K4)

4.4. Ethics in news and public affairs. (K2, K3, K4)

4.5. Modern approaches to Management media conglomeration affecting media agenda. (K2, K3, K4).

4.6. Predatory marketing. (K3, K4).

Unit V: Patterns of Media Organization and Ownership (15 hours)

5.1. Case studies on Ownership of radio and television station. (k2, k3, k4)

5.2. Obtaining a Broadcast license. (k2, k3, k4)

5.3. Ownership limits. (k3, k4)

5.4. Station organization. (K3, k4)

5.5. Ownership patterns in cable television. (k3, k4)

5.6. Cable TV structure. (k3, k4)

Books for Study and Reference:

1. Dennis F.Herrick - Media Management in the Age of Giants - Surjeet Publications, 2005.
2. James Rdmond, Robert Trager - Media Organization Management – Biztantra, 2004.

3. Simon Cottle - Media Organization and Production - Sage Publications, 2003.
4. Alan B.Alberran - Management of Electronic Media - Thomson Publishers, 2002.
5. John E. Craft, Frederic A.Leigh, Donald G.Godfroy - Electronic Media – Wadsworth, 2001.