

NEP UNDERGRADUATE PROGRAMMES - COMMUNICATION & MEDIA STUDIES**(BOS in Communication & Media Studies)**

Abbreviation	Full-form	Remarks
Major (Core)	Main Discipline	
Major (Elective)	Elective Options	related to the Major Discipline
Minor Stream	Other Disciplines (Inter/Multidisciplinary) not related to the Major	either from the same Faculty or any other faculty
OEC	Open Elective Courses/Generic	Not Related to the Major and Minor
VSEC	Vocational and Skill Enhancement Courses	
VSC	Vocational Skill Courses	Related to the Major and Minor
SEC	Skill Enhancement Courses	Not Related to the Major and Minor
AEC Not Related to the Major and Minor	Ability Enhancement Courses	Communication skills, critical reading, academic writing, etc.
VEC Not Related to the Major and Minor	Value Education Courses	Understanding India, Environmental science/education, Digital and technological solutions, Health & Wellness, Yoga education, sports, and fitness
IKS	Indian Knowledge System related to Major	I. Generic IKS Course: basic knowledge of the IKS II. Subject Specific IKS Courses: advanced information pertaining to the subject: part of the major credit.
VAC	Value-Added Courses	Not Related to the Major and Minor
OJT	On-Job Training (Internship/Apprenticeship)	corresponding to the Major Subject
FP	Field projects	corresponding to the Major Subject
CC Not Related to the Major and Minor	Co-curricular Courses	Health and Wellness, Yoga education sports, and fitness, Cultural Activities, NSS/NCC and Fine/ Applied/Visual/ Performing Arts
CE	Community Engagement and service	Not Related to the Major and Minor
RP	Research Project	corresponding to the Major Subject

Nomenclatures Across Levels:

Level	Semester	Name of the Level	Credits	Nomenclature
4.5	1	Certificate	22	Certificate in Communication & Media Studies
	2		22	
5.0	3	Diploma	22	Diploma in Mass Communication
	4		22	
5.5	5	Degree	22	BA (Mass Communication & Journalism / Advertising & Marketing Communication/ Visual Communication)
	6		22	
6.0	7	Honors	22	BA Honors in (specialization)
	8		22	
	7	Research	22	BA Research in (specialization)
	8		22	

Programme Template:

Programme Degree		BA (Bachelor of Arts - Specialization)
Faculty		Interdisciplinary Studies
Parenthesis if any (Specialization)		<ol style="list-style-type: none"> 1. Mass Communication & Journalism (MCJ) 2. Advertising & Marketing Communication (AMC) 3. Visual Communication (VC)
Preamble (Brief Introduction to the programme)		This programme is designed for the women learners interested in pursuing careers in diverse sectors of media communication ranging from mass media, social media, group media, corporate media and development media and related areas. They can become part of interpersonal, group or mass media industries primarily engaging in the process and product of communication. The specializations are offered from third year of three year programme depending upon the institutional decision and student competence.
Programme Specific Outcomes (PSOs)		After completing this programme, Learner will -
	1.	Become responsible citizens' sensitive to issues related to society and media communication.
	2.	Develop a critical understanding about media communication studies as a discipline and also media as an instrument for Social Change.
	3.	Be able to apply the techniques of reporting, writing and designing skills in print media, Broadcast and Digital media.
4.	Give them improved sense of self-confidence and self- efficiency, awareness of their responsibilities as professionals in the diverse sectors of media	

		industry..
	5.	Understand the overall role of advertising and marketing for any goods and services through media communication industry and related areas.
	6.	Demonstrate and understand how an advertising agencies of different scale and scope work locally, regionally, nationally and internationally.
	7.	Develop professional skills to work for visual communication in specific sectors of Animation industries, content production and related areas.
	8.	<p>After completion of the First Year of the course, the learner will be certified to work for any media communication organisations.</p> <p>After completion of the Second Year of the course, the learner will be certified to work for mass communication sectors or multiple fields.</p> <p>After completion of the Third Year of the course, the learner will be certified to work as a Media professional in the area of Journalism, advertising, animation or in related area or will be able to work independently in media communication sectors.</p>
Eligibility Criteria for Programme		Any woman who has successfully cleared 10+2 from the recognized Boards in any stream of study by the Government of India/respective state or have required credits as per the government norms to be able to join undergraduate programme.
Intake at affiliated colleges		60

Structure of BA in specialization

SN	Courses (Theory & Practical)	Type of Course	Credits	Marks
Semester I				
1.1	Fundamentals of Mass Communication (2+2)	Major (Core)	4	100
1.2	Indian Social System (2+0)	Major (Core)	2	50
1.3	Folk Art and Theatre (1+3)	OEC	4	100
1.4	Introduction to Photography (0+2)	VSC	2	50
1.5	Fundamentals of Computers I – (0+2)	SEC	2	50
1.6	Effective Writing Skills (1+1)	AEC	2	50
1.7	Indian Political and Economic System (2+0)	IKS	2	50
1.8	Community Development (0 +2)	VAC	2	50
1.9	Courses offered through CHENTA, Coursera, Swayam, MOOCS	CC	2	50
			22	550
Semester II				
2.1	Organization & Management of Event (1+3)	Major (Core)	4	100
2.2	Environmental and Ethical Issues (1+1)	Major (Core)	2	50
2.3	Reporting News (1+1)	Minor Stream	2	50
2.4	Social Media Marketing (2+2)	OEC	4	100
2.5	Audio Video Production (0+2)	VSC	2	50
2.6	Fundamentals of Computers II – (0+2)	SEC	2	50
2.7	Creative Thinking and Communication (0+2)	AEC	2	50
2.8	Indian Culture & Communication (0+2)	IKS	2	50
2.9	Courses offered through CHENTA, Coursera, Swayam, MOOCS	CC	2	50
UG Certificate in Communication & Media Studies			22	550
			44	1100

Exit with UG Certificate with 10 extra credits for internship (44+10 credits)

SN	Courses	Type of Course	Credits	Marks
Semester III				
3.1	Introduction to advertising & Marketing (2+2)	Major (Core)	4	100
3.2	Public relations (2+2)	Major (Core)	4	100
3.3	Film communications (1+3)	Minor Stream	4	100
3.4	Public Speaking (0+2)	OEC	2	50
3.5	Basics of Visual Design (0+2)	VSC	2	50
3.6	Print Production (1+1)	AEC	2	50
3.7	Media Entrepreneurship (0+2)	FP	2	50
3.8	Courses offered through CHENTA, Coursera, Swayam, MOOCS	CC	2	50
			22	550
Semester IV				
4.1	Integrated Marketing Communication (3+1)	Major (Core)	4	100
4.2	Understanding Digital Communication (2+2)	Major (Core)	4	100
4.3	Gender & Media (2+2)	Minor Stream	4	100
4.4	Introduction to Video Production (0+2)	OEC	2	50
4.5	Broadcast Media: Radio and Television (1+1)	VSC	2	50
4.6	Effective Presentation Skills (0+2)	AEC	2	50
4.7	Courses offered through CHENTA, Coursera, Swayam, MOOCS	CC	2	50
4.8	Community Engagement Program	CEP	2	50
UG Diploma in Mass Communication			22	550
			88	2200

Exit with UG Diploma with 10 Internship extra credits (98 credits)

3 Years Degree with specialization

SN	Courses	Type of Course	Credits	Marks
(Mass Communication & Journalism)				
Semester V				
5.1	Media Laws (4+0)	Major (Core)	4	100
5.2	Journalism for Social Change (2+2)	Major Core)	4	100
5.3	Niche Journalism (1+1)	Major (Core)	2	50
5.4	News Writing and Editing (2+2)	Major (Elective)	4	100
5.5	Indian Regional Journalism (2+2)	Minor Stream	4	100
5.6	Anchoring and Reporting (0+2)	VSC	2	50
5.7	Community Engagement Program (0+2)	CEP	2	50
			22	550
Semester VI				
6.1	Development Journalism (1+3)	Major (Core)	4	100
6.2	News Media Organization (3+1)	Major (Core)	4	100
6.3	Citizen Journalism (1+1)	Major (Core)	2	50
6.4	Global Media Scenario (3+1)	Major (Elective)	4	100
6.5	Journalistic Ethics (3+1)	Minor Stream	4	100
6.6	Internship (0+4)	OJT	4	100
BA (Mass Communication & Journalism)			22	550

SN	Courses	Type of Course	Credits	Marks
(Advertising & Marketing Communication)				
Semester V				
5.8	Advertising and Marketing (3+1)	Major (Core)	4	100
5.9	Advertising Laws (4+0)	Major (Core)	4	100
5.10	Corporate Communication (1+1)	Major (Core)	2	50
5.11	Human Resource Management (3+1)	Major (Elective)	4	100
5.12	Branding (2+2)	Minor Stream	4	100
5.13	Client Servicing (1+1)	VSC	2	50
5.14	CEP (Community Engagement Programme)	CEP	2	50
			22	550

Semester VI				
6.7	Consumer Behaviour (3+1)	Major (Core)	4	100
6.8	Advertising & Society (2+2)	Major (Core)	4	100
6.9	International Marketing (1+1)	Major (Core)	2	50
6.10	Customer Relationship Management (2+2)	Major (Elective)	4	100
6.11	Ad Agencies (2+2)	Minor Stream	4	100
6.12	Internship (0+4)	OJT	4	100
BA (Advertising & Marketing Communication)			22	550
SN	Courses	Type of Course	Credits	Marks
(Visual Communication) Semester V				
5.15	Basics of Art & Drawing (1+3)	Major (Core)	4	100
5.16	2D & 3D Animation (1+3)	Major (Core)	4	100
5.17	Basics of Animation (1+3)	Major (Core)	2	50
5.18	Scripting for Animation (1+1)	Major (Elective)	4	100
5.19	Introduction to 3D Animation & Modelling- I (Blender) (0+4)	Minor Stream	4	100
5.20	Audio & Video Editing (0+2)	VSC	2	50
5.21	CEP (Community Engagement Programme)	CEP	2	50
			22	550
Semester VI				
6.13	Introduction to programming Language (1+3)	Major (Core)	4	100
6.14	Advanced Designing & Graphics (<i>Photoshop, Illustrator, Indesign & CorelDraw</i>) (1+3)	Major (Core)	4	100
6.15	Advance Web Designing (HTML) (1+1)	Major (Core)	2	50
6.16	Fundamental of Motion Graphics (<i>After Effects</i>) (1+3)	Major (Elective)	4	100
6.17	Introduction to 3D Animation & Modelling- II (3D Max Intro) (0+4)	Minor Stream	4	100
6.18	Internship (0+4)	OJT	4	100
BA (Visual Communication)			22	550

4-Year Degree with Honors: Mass Communication & Journalism

SN	Courses	Type of Course	Credits	Marks
Semester VII				
7H.1	Media Theories	Major (Core)	4	100
7H.2	Print Production	Major (Core)	4	100
7H.3	Media Economy	Major (Core)	4	100
7H.4	Podcasting and Storytelling	Major (Core)	2	50
7H.5	Media Communication In different Sectors	Major (Elective)	4	100
7H.6	Research Project and Statistics	Minor Stream (RM)	4	100
			22	550
Semester VIII				
8H.1	Media Management	Major (Core)	4	100
8H.2	Media and Cyber Laws	Major (Core)	4	100
8H.3	Reporting: Ethics and Practices	Major (Core)	4	100
8H.4	Sports Journalism	Major (Core)	2	50
8H.5	Editing and Production	Major (Elective)	4	100
8H.6	On Job Training	OJT	4	100
			22	550

4-Year Degree with Research: Advertising & Marketing Communication

SN	Courses	Type of Course	Credits	Marks
Semester VII				
7R.1	Advertising and Global Communication	Major (Core)	4	100
7R.2	Ethics in Advertising Industry	Major (Core)	4	100
7R.3	Copywriting and Ad Designing	Major (Core)	2	50
7R.4	Advertising Production	Major (Elective)	4	100
7R.5	PR: Theories and Practices	Minor Stream (RM)	4	100
7R.6	Research Project and Statistics	Research	4	100
			22	550
Semester VIII				
8R.1	Brand Management	Major (Core)	4	100
8R.2	Marketing Communication and Rural Sector	Major (Core)	4	100
8R.3	Advanced (Emerging) Marketing Strategies	Major (Core)	2	50
8R.4	Ad Campaign Design and Development	Major (Elective)	4	100
8R.5	Research Project and Statistics	Research	8	100
			22	550

4-Year Degree with Research: Visual Communication

SN	Courses	Type of Course	Credits	Marks
Semester VII				
7H.7	Animation Industry: Scope and Career Prospects	Major (Core)	4	100
7H.8	Global Scenario in Animation	Major (Core)	4	100
7H.9	Audio Applications and Animation	Major (Core)	4	100
7H.10	Animation and Special Effects	Major (Core)	2	50
7H.11	Applications of AI for Media	Major (Elective)	4	100
7H.12	Research Project and Statistics	Minor Stream (RM)	4	100
			22	550
Semester VIII				
8H.7	Animation for Film and Television	Major (Core)	4	100
8H.8	Animation Theories	Major (Core)	4	100
8H.9	Introduction to Maya	Major (Core)	4	100
8H.10	Character Animation and Modeling	Major (Core)	2	50

8H.11	Animation and Gaming Technology	Major (Elective)	4	100
8H.12	Internship	OJT	4	100
			22	550

4-Year Degree with Research

The fourth Year of the Undergraduate Program of B. A. (specialisation) i. e. Research (Honors) will be equivalent to the First Year Program of M. A. (MCJ) Program.

SEMSTER-1

Syllabus Contents

FUNDAMENTALS OF MASS COMMUNICATION

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
	Fundamentals of Mass Communication	4	2	2	100	College

Learning Objectives:

This course enables students to:

1. Learn the characteristics and forms of mass communication
2. Understand scope, need and role of mass communication in any society.
3. Examine the relationship of media and society

Module	Content	Evaluation
Module-1 Introduction to concept of communication and Mass Communication Learning Outcomes: At the end of this module learner will- <ul style="list-style-type: none"> • Recognise conceptual difference in communication and mass communication. • Understand nuances of communication as subject of study. • Apply different models of communication in process of communication. 	<ul style="list-style-type: none"> • Meaning and definition of Communication, Mass communication. • Elements of communication- sender, message, channel, receiver, noise, feedback • Scope of Communication: Intra Personal, Communication, Interpersonal Communication, Group Communication, Mass Communication: • Forms of communication- print, Electronic, Satellite, Interactive, Digital. • Function and Barriers of Communication and Mass Communication. • Models of Communication: Gerber's Model, Sociological Model, Gate keeping Model, Defleur's Model of the Taste 	Class activities to understand how communication is interplay of different factors. Role plays, case study, performances can be planned and examined.

	differentiated Audience Model, Hub Model, Sadharanikaran	
Module-2 Evolution of communication Learning Outcomes: At the end of this module learner will- <ul style="list-style-type: none"> Recognise history of human communication. Explore how technology has transformed human communication. 	<ul style="list-style-type: none"> From oral to spoke to performance communication (Kirtan, Davandi, Powada, Nagara) From Electric to Electronic communication, From electric to Digital communication, Contemporary scene in Indian communication landscape. Need and Importance of Mass Communication of technology. 	Individual assignments or Group presentations on evolution of communication
Module-3 Types of Mass Media Learning Outcomes: At the end of this module learner will- <ul style="list-style-type: none"> Recognise different types of media communication. Understand differences in medium and its role in communication. 	<ul style="list-style-type: none"> Print Media: Books, Newspapers, magazines, Journals, leaflets, folders, handbills, etc. Broadcast/Electronic Media: Television and radio Films Internet- Website, E-books Social Media Element and features of New Media 	
Module-4 Role of Mass media in Society Learning Outcomes: At the end of this module learner will- <ul style="list-style-type: none"> Explore how different media impacts members of the society. Examine role of media in decisions related to education, health, culture and economy of the country. 	<ul style="list-style-type: none"> Social impact Political Impact Economic Impact Developmental Impact Impact of Mass Media on: <ol style="list-style-type: none"> Women & Children Youth & Development Culture Education Health Economy 	<p>Class discussions about different aspects of social life getting impacted by media.</p> <p>Group assignments to understand what people do with media versus what media does to people.</p>

References:

- Mary B. Cassata, Mass Communication: Principles and Practices, 1979, New York, Macmillan.
- Michael Gurevitch, Tony Bennett, James Curran, Jane twoollacott, Culture, Society and Media, 1983, London. Methuen & Co. Ltd.
- De Fleur, Melvin & Dennis, Everett; Understanding Mass Communication, November 1993, Houghton Mifflin (T), Fifth edition, Boston.
- Andal, Communication Theories and Models. 2004, Mumbai, Himalayan publishing House.
- Narula, Uma, Mass Communication: Theory & Practice, 2009, Haranand, Mumbai.
- Dominick, Joseph R. Dynamic of Mass communication; McGraw Hill, 1996.

- Denis Mc Quail, Mc Quail's mass communication theory; Sage Publications. SAGE Publications Ltd; Sixth edition,2010.
- MelvinL.Defleur,Understandingmasscommunication;HoughtonMifflinCompany,1981.place
- RichardHarris,Lawrence Erlbaum Assoc., A Cognitive psychology of mass communication; Mahwah, NJ.,2004.

Suggested Activities:

- Undertake field work on any media and exploring its audiences or exploring media usage of selected audience. For e.g. Answering questions like what do elderly do with television? What do youngsters do with mobile? Why do children watch cartoons?
- Examine how 'mass' mass communication based on findings of the above activity.
- Watching films made on media world or films depicting media as character. Like Wednesday, Mumbai Meri jaan etc.

INDIAN SOCIAL SYSTEM

Learning Objectives:

This course will enable students to:

1. Be familiar with social stratifications and various units of the society.
2. Understand contemporary social problems and movements of the past and present.

Code No	Subject	Total Credits	Th. Cr	Pr Cr	Int	Ext	Total Marks	Examination by
	Indian Social System	2	2		50	-	50	College

Module	Objectives	Content	Evaluation
Academic disciplines allied with communication	At the end of this module learner will be able to- 1. Understand basic concepts of sociology, anthology and political science 2. Aware about Indian Culture and Social Intuitions	<ul style="list-style-type: none"> • Introduction to the fields of anthropology, sociology and political science • Concepts: Social structure, social mobility, social stratification (caste, class, gender), state, society, nation, democracy • Social institutions: 	<ol style="list-style-type: none"> 1. Individual assignment and presentation in the class 2. Watch films or visit tribal villages or different communities in order to understand diversities and similarities in the society.

		<p>Family, communality, religious groups</p> <ul style="list-style-type: none"> • Social Change- community culture, definition, factors and role of youth 	
Social And Political Movements in India	<p>At the end of this module learner will be able to-</p> <ol style="list-style-type: none"> 1. Explore socio-political aspects of movements 2. Recognize how society and media intersects with social movements 	<ul style="list-style-type: none"> • Socialization: Meaning, concept, stages and agents • Role and effects of mass media on socialization process, construction of society, cultural values and Institutions. • Definition, elements and stages of Movements: Dalit, Hindutava, OBC, Linguistic, Sati, women's movement etc • Social response to movements and role of media 	<ol style="list-style-type: none"> 1. Trace the evolution of Indian Social Movements 2. Read articles on Role of Media in social movements 3. Conduct an interview of social activists who have been part of social or political movements to understand role of media communication in the movement.

References:

- Blumer, Herbert G. 1969. "Collective Behavior." In Alfred McClung Lee, ed., Principles of Sociology. Third Edition. New York: Barnes and Noble Books, pp.65-121.
- Morrison, Denton E. 1978. "Some Notes toward Theory on Relative Deprivation, Social Movements, and Social Change." In Louis E. Genevie, ed., Collective Behavior and Social Movements. Itasca, Ill.: Peacock. pp.202-209.
- Anupama Rao (2009). The Caste Question: Dalits and The Politics of Modern India, London: University of California Press,
- Naik, C. C. (2003). Thoughts and Philosophy of Doctor B.R. Ambedkar; New Delhi: Sarup &

Sons.

- Edwards, Lyford (1970). The Natural History of Revolution. Chicago: University of Chicago Press.
- Leacock, Stephen, Elements of Political Science, Constable & Co. Ltd., 1924. place
- Heater, D.B., Political Ideas in the Modern World, George G. Harper & Co. Ltd., London, 1960.
- Halayya M., An Introduction to Political Science, Asia Publishing House, 1967. place
- Jathar, R.V., Evolution of Panchayati Raj in India, Dharwar, *India*' JSS Institute of Economic Research, Dharwar, 1964.
- Schuman, Frederick L., International Politics, 6th edition, McGrawHill. place
- Chagla, M.C., The Individual and the State, Asia Publishing House, 1961, New York.
- Ray, Amal, Political Theory, 2nd edition, The World Press Pvt. Ltd., 1964, Kolkata.
- Political Theory, Ideas & Concepts – Sushila Ramaswamy, Macmillan, New Delhi 2001.
- Indian Government & Politics – D.C. Gupta, place, Vikas Publishing House, 1994.

FOLK ART AND THEATRE

Learning Objectives:

This course enables students to:

- Understand the origins and development of Indian theatre and Folk Art
- Learn dramatic art and aesthetics
- Comprehend Production Process
- identify career opportunities in Folk Arts
- Carry out Media Appreciation

Co de No	Subje ct	Total Credits	Theory	Practical	Intern al Marks	Exter nal Marks	Total Mark s	Examinati on by
	Folk Art and Theatre	4	2	2	50	50	100	College

Module No. & Outcomes	Content	Evaluation
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<p>Module 1 Folk Art and Theater as medium of Mass Communication</p> <p>Learning Outcomes:</p> <ol style="list-style-type: none"> 1. To understand how performing arts since time immemorial sustains societies. 2. To explore the role of live performance in multimedia environment 	<p>Origin and evolution of folk arts: From primitive Religious rituals usually connected with spring and the seasonal cycle,</p> <p>evolution of Indian Theatre, Concept of folk-traditional media,</p> <p>Characteristics, advantages, role and nature, Role of folk arts in the context of past: information, education, entertainment, value formation, cultural transmission,</p> <p>Present day nature of folk media- examining folk media presence in mass media, status of folk artists</p>	<ol style="list-style-type: none"> 1. Group discussion, mocks or debates can be organized on various types of folk arts of the different States in India 2. Individual assignment and presentation in the class
<p>Module 2: Performing techniques in Folk media and Theatre</p> <p>Learning Outcomes:</p> <p>To know the techniques of folk media and theatre.</p> <p>To explore the different Genres of theatre</p>	<p>Emotions - 9 Rasas, Schools of theatre/acting , Mimetic, Voice and speech modulation, Music movements and visual compositions</p> <p>Sound and its role in performances</p> <p>Genres of theatre: Family drama, comedy, experimental theatre, Moralist plays, musical theatre, pantomime, political theatre(Street Theatre), Radio drama, theatre for social change/development, tragedy, tragicomedy, puppetry.</p>	<ol style="list-style-type: none"> 1. Take part in theater workshop and/or voice culture sessions.

<p>Module 3 Classification and usage of folk media forms</p> <p>Learning Outcomes:</p> <p>To gain knowledge about different forms and types of folk media.</p> <p>To know present realities of folk artists.</p>	<p>Classification of folk media forms in India – Songs, Dances, Theatre, Storytelling, Games, folk tales and Riddles, swang, graffiti</p> <p>Performances: Folk Lore, Sayings, Riddles, Folk Music, Puppetry, Ballads, Oral Traditions.</p> <p>Use of folk media for community Development: promoting literacy, bringing social change, creating awareness</p> <p>Folk vs. Electronic media</p> <p>Role of song and drama division</p>	<p>1. Visiting folk/live performances and interviewing folk performers.</p> <p>2. Visiting or reading about experiments Or usage of folk media in popular culture.</p>
<p>Module 4 The Craft and Technique of Play Production</p> <p>Learning Outcome:</p> <p>To Design and execute Production Process</p>	<p>Conceptualization and Writing for Theatre</p> <p>Understanding Production Process: Concept development, Storyboard, script writing ,Play Analysis</p> <p>Media Appreciation: Dance, Music, Painting, Film, Television with relation to Theatre</p> <p>Play Production (By an eminent guest director)</p>	<p>1. Practical of Folk Arts (Individual/Group)</p> <p>1. Designing of stage production, theatre play or live performance and executing it to actual audiences.</p>

Suggested Activities:

- Watch films made on folk arts, folk artists and take up discussion on presence of folk art in mass media.
- Undertake field work doing case study on any performing artist and understanding how, why and what it takes to become a performer.
- Visiting any event, stage performance or back stage processes to know what it takes to perform live.
- Undertake puppetry workshop and making students design the sets as well as puppet play.
- Examine the contributions of Indian theatre personality.
- Present an analysis of a play watched by you.

Suggested Readings:

- Blumer, Herbert G. 1969. "Collective Behavior." In Alfred McClung Lee, ed., Principles of Sociology. Third Edition. New York: Barnes and Noble Books, pp.65-121.
- Chattopadhyay Kamaladevi. Handicrafts of India, Indian council for cultural relations, Indian Council

for Cultural Relations, New Age International Publishers Limited, 1995.

- Edwin Wilson and Alvin Goldfarb, Theater: The Lively Art, 6th edition, (McGraw- Hill)place
- Jacobus, Lee A. The Bedford Introduction to Drama (5th Ed.) Boston and New York: Bedford/St. Martins,2005
- Menander. Plays and Fragments. New York: Oxford UP,2002
- Morgan Margery, Drama, plays ,theatre and performance, Longman group 1987
- Morrison, Denton E. 1978. "Some Notes toward Theory on Relative Deprivation, Social Movements, and Social Change." In Louis E. Genevie, ed., Collective Behavior and Social Movements. Itasca, Ill.: Peacock. pp.202-209.
- Upadhayay Madhu Narasimhacharya, Profiles in Creativity Namaste exports Ltd, Banglore, 1991.

INTRODUCTION TO PHOTOGRAPHY

Learning Objectives:

This course will enable students:

- To understand different types of camera and photography
- Students will be exposed to a variety of analog and digital photographic techniques.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
	Introduction to Photography	2	-	2	50	College

Module No & Outcomes	Content	Evaluation
Module 1 1. To identify principles of Photography 2. To recognize and use different types of Camera	<ul style="list-style-type: none"> • Basic principle in film and digital photography. • Principles of Photography • History of Photography. • Types of cameras and camera lenses- their uses and functions, shutter, aperture, light meter, depth of field control, • How shutter and aperture work together. 	1. Making use of design principles in creating visuals through photography.

<p>Module 2</p> <p>1. learners will be able to take up Digital Photo Editing processes after taking pictures.</p>	<ul style="list-style-type: none"> • Types of Photography- Wedding Photography, Event Photography, Portrait Photography, Fashion Photography, Architectural Photography, Travel Photography, Lifestyle Photography, Photojournalism • Definition of Lighting, Principles of Lighting, Light and Subject, Natural Light and Artificial Light, • Principles of Design – Types of Perspectives, Direct Light and Indirect Light • Background - Apply many digital effects - Photo retouching and restoration of an old photo – color correction 	<p>2. Presentation on Types of Photography.</p> <p>3. Based on Project/assignment Photo shoot.</p>
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References

- Bryan Peterson, Understanding Exposure, 3rd Edition: How to Shoot Great Photographs with Any Camera, Amphoto Books, August 2010.
- M. Langford ,Basic Photography, Focal Press, London, 1986.
- Todd Gustavson and Geogrg Eastman House, Camera: A History of Photography from Daguerreotype to Digital, Union Square & Co., September 2012.

FUNDAMENTALS OF COMPUTERS I

Learning Objectives:

This course will enable students to:

1. To gain basic knowledge of computers.
2. To undertake applications of computers in other subjects.
3. To do research work and obtain information for presentations through internet.
4. To prepare documentation & Power Point presentations.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
2005	Introduction to Computers	2	1	1	50	College

Module & Outcomes	Contents	Evaluation
<p>Module1</p> <ol style="list-style-type: none"> 1. To recognize evolution of computers to its modern form. 2. To classify elements and components of computer system. 3. To examine role of each of the input-output devices in making of computer. 	<ol style="list-style-type: none"> 1. Basics of Computer System 2. Applications of computer in various fields <ul style="list-style-type: none"> • Basics of Hardware and Software, Characteristics of Computers, Advantages and Disadvantages of Computer, LAN, MAN, WAN, Internet, Block Diagram of Computer System, Types of ROM (PROM, EPROM, EEPROM,), Types of RAM (Static, Dynamic) • Input, Output and Storage Devices, Input Devices- Keyboard, Mouse, Joystick, MICR systems, Scanner, Digital Camera, Output Devices- Monitor, Printer Plotters and its Types, Speakers, Storage Devices - Punch, Card, Floppy Disk, Winchester Disk (Hard disk), Compact Disk, Magnetic, Tapes, Magneto Optical Drive, DVD ROM / RAM 	<p>Test, identifying devices and using the Computer System independently.</p>

	Disk, Zip Drive.	
<p>Module2</p> <p>1.To identify role of computer in word processing and spread sheet work.</p> <p>2. To evaluate how computer can improve or increase human work.</p>	<p>1.Word Processing and Spread Sheet</p> <p>2. About Excel (Role of Excel in Day to Day Life)</p> <ul style="list-style-type: none"> • Overview of work processor packages, Documents concept (Creating, Saving, Opening, Closing Documents), Tables, Uses of Drawing Toolbar, Columns, Header and Footer, Spell Check, & Thesaurus, Printing Procedure, Adding a Chart to the Report • Understanding Excel Sheet, Inserting, Deleting and Hiding Rows/ Columns, Manipulating Formulas and Functions, Working with Charts, Printing a Sheet 	<p>Creating wors files, spread sheet files, editing them, saving and priting them.</p>

References

- Cassandra D K, Computers today, Galgotia Publications, New Dehli. 1999,
- Norton P, Introduction to Computers (7th ed), McGraw Hill, Sixth Edition, 2010
- Sandres Donald, Computers today, Columbus, OH. McGraw Hill, 1998, Sinha
- P K, Computer Fundamentals, BPB Publication, New Delhi, 2003

EFFECTIVE WRITING SKILLS

Objectives:

After going through the course, learners will be able to

- Understand the importance of effective writing skills
- Learn the principles of writing
- Learn the basics of effective communication.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
	Effective Writing Skills	2	1	1	50	College

Module & Objectives	Contents	Evaluation
<p>Module 1 After learning the module, learners will be able to:</p> <ol style="list-style-type: none"> 1. Understand elements and Process of communication 2. To develop writing skills to form different types of writing 	<ul style="list-style-type: none"> • Meaning, elements, Process of communication • Understanding punctuation, Grammar, language development, vocabulary building • Drafting letters, mails, notices, reports, minutes, agendas • Types of Writing: Essay, prose, poem, narrative, factual and technical writing 	<ul style="list-style-type: none"> • Written assignments based on communication such as letters, mails, notices etc.
<p>Module 2 After learning the module, learners will be able to:</p> <ol style="list-style-type: none"> 1. Be aware of different forms and types of writing 2. Develop ability to write in order to communicate clearly 	<ul style="list-style-type: none"> • Forms of Writing: impressionistic, descriptive, reflective, analytical writing • Drafting speeches, book reviews, summarizing techniques • Creative Writing: Subjective and objective styles, Fiction 	<ul style="list-style-type: none"> • Written assignments based on factual data such as speeches, reports etc. • Creative writing assignments

	and non-fiction Media writing versus other forms of writing	
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References

- 1. Urmila Rai and S M Rai, Business Communication, 10th Edition, 2008, Himalaya Publication, Mumbai.
- Vijaya somasundaram, Principles of communication, Authorspress, New Delhi, 2006.
- C. S. Rayudu (2010) Communication, Himalaya, Mumbai.
- Chrissie Wright (2006) Handbook of Practical Communication, ed., Jaico Publishing House, Mumbai.
- Krishna Mohanad Meera Banerji (2009) Developing Communication Skills, Macmillan,

INDIAN POLITICAL AND ECONOMIC SYSTEMS

Objectives:

This course will enable students:

1. To get acquainted with interdisciplinary approach towards political science and economics and its significance for media studies.
2. To understand interrelationship between Indian Political System and Indian Economy and their influence on media and society at large.

Subject Code	Subject	Credits	Theory	Practical	Total Marks	Examination by
	Indian Political and Economic Systems	2	2	-	50	College

Module No & Objectives	Content	Evaluation
Module 1 1. To recognize authorities, Powers and responsibilities in Indian political system 2. To identify Indian Political System and civics issues. 3. To examine role of individual in Governance.	Indian Constitution and governance Salient features of Indian Constitution Power and Positions of President, Prime Minister, Chief Minister, Governor, local Role of election and nature of	Group Discussion, Mocks or debates can be organized on contemporary national issues and Event,

UG Programme Structures presented at Board of Studies Meeting held on 13 October 2023 at 12.00pm and shared at Faculty meeting held on the same day at 3.00pm. The Semester-1 syllabus contents were presented in BOS held on 1-11-2023 and Faculty held on 9-11-2023.

	Voter ,Election Commission, Concept of Mixed Economy ,Development Issues	
Module 2	Political Economy and Fundamental Concept	Library based Reading and Presentation in the Class.
1.To understand basic principles of Economics and its implications on Human behaviour. 2. To evaluate role of various factors in production of goods and services.	Concepts: Goods and services, production, needs- wants-scarcity, consumption ,resources, utilization of resources Economy :Centrally planned, And Markets and its type, Factors of Production-Land, Capital, Labour, Entrepreneur Concept of micro and macro Economics Difference between Micro and Macro Economics	

Suggested Activities:

- 1 - Reading aloud editorials and articles in the class and discussion by the teacher.
- 2 Guest speakers (economist, planners, MLA, MP, Minister, political party worker, etc.) can be invited to deal with specific topics.
- 3 Interviewing politician, voter experiences, poor people, or public servants to understand role of public sector in economy.
- 4 Visiting villages, urban slums, orphanages, destitute homes, juvenile homes and understanding challenges and issues faced by people.

References:

- Heater, D.B., Political Ideas in the Modern World, George G. Harper & Co. Ltd., London, 1960.
- Halayya M., An Introduction to Political Science, Asia Publishing House, 1967. New Delhi
- Misra, S.K & Puri V. K., Indian Economy, Himalaya Publishing House, Mumbai. 2004
- Mahajan A & Dutt G. Datt & Sundharam Indian Economy (English) 64th Edition (64th ed), Chand & Co. Ltd. N. Delhi 2013