School of Media, Film & Television Studies

ACADEMIC HANDBOOK

ORDINANCE & ACADEMIC REGULATION
(As Per National Education Policy-2020 & UGC Regulation)
BACHELOR OF ARTS
(JOURNALISM AND MASS COMMUNICATION)
BA (JMC)
Academic Session 2024-25

CONTENT

1. **PREAMBLE**

   Bachelor of Arts (Journalism & Mass Communication), BA(JMC), is a three-year/four year (H) undergraduate degree program with a CBCS-based curriculum divided into six/eight semesters. The program aligns with the National Education Policy (NEP) and includes core papers, discipline-specific elective papers, general elective papers, skills enhancement courses, ability enhancement compulsory courses, and other offerings to provide a multidisciplinary and flexible curriculum. The School of Media, Film & Television Studies offers the BA(JMC) program, which comprehensively covers all aspects of media (Print, Electronic, Film & Web). Additionally, this program includes related areas like Public Relations, Advertising, Media Research, Computer Applications, Media Law, Mass Media Writing Skills, Polity, Society, Indian Constitution, Development Communication, Social Media, Digital Media and more. The School boasts well-equipped studios for audio and audio-visual recording and editing, along with smart classrooms equipped with Smart Panel and LCD projectors. The School also arranges visits to newspaper offices and TV channels to provide students with practical exposure to the media industry and opportunities to interact with prominent media personalities and government officials. The BA(JMC) program includes specific exercises and activities designed to enhance and exposure the learning experience.

   1. Script Writing (Print, TV, Radio, Digital Media)
   2. On Spot Reporting
   3. News Writing and Editing
   4. Page Making/Designing
   5. Camera Handling and Photography
   6. TV Room Exercises and TV Production
   7. Documentary Film Production
   8. Short Film Production
   9. Videography
   10. Video Editing
   11. Anchoring & News Reading
   12. Cartoon Making
   13. Advertising
   14. Public Relations
   15. Debate and Discussions
   16. Visits to Newspaper offices and TV Channels
   17. Guest Lectures, Workshops, Quiz etc.
   18. Power Point Presentations
   19. Hindi & English Typing
   20. Study Material and Books etc.

   This Ordinance shall apply to the Bachelor of Arts in Journalism and Mass Communication degree.

   - Name of the course is Bachelor of Arts (Journalism and Mass Communication)
   - Short title of the course is BA(JMC)

2. **DEFINITIONS AND NOMENCLATURE**

   In these Regulations, unless the context otherwise requires:
   1. "Program" means Degree Program like BA(JMC).
   3. "Course" means a theory or practical subject that is normally studied in a semester.

4. "Vice - Chancellor of IIMT-University" means the Head of the University.
5. "Registrar" is the Head of all Academic and General Administration of the University.
6. "Dean" means the authority of the school who is responsible for all academic activities of various programmes and implementation of relevant rules of these Regulations pertaining to the Academic Programmes.
7. "Controller of Examinations" means the authority of the University who is responsible for all activities related to the University Examinations, publication of results, award of grade sheets and degrees.
8. "Dean - Student Welfare" is responsible for all student related activities including student discipline, extra and co - curricular activities, attendance and meetings with class representatives, Student Council, and parent - teacher meet.
9. "HoD" means the Head of the Department concerned.
10. "University" means IIMT-University, Meerut.
11. "TCH" means Total Contact Hours - refers to the teaching - learning periods.
12. "DEC" means Department Exam Committee.
13. "BoS" means Board of Studies.
14. "ACM" means Academic Council Meeting the highest authoritative body for approval of all Academic Policies.
15. "Class Co-ordinator" is a faculty of the class who takes care of the attendance, academic performance, and the general conduct of the students of that class.
16. "IA" is Internal Assessment which is assessed for every student for every course during the semester.
17. "ESE" is End Semester Examination conducted by the University at the End of the Semester for all the courses of that semester.
18. "UGC" means University Grants Commission.
19. "MHRD" means Ministry of Human Resource Development, Govt. of India.
20. "AICTE" means All India Council of Technical Education.
21. "HEI" means Higher Education Institutions.

3. VISION AND MISSION OF THE SCHOOL

3.1 VISION:
We offer a comprehensive curriculum combining theoretical knowledge and practical skills to foster innovation, critical thinking, and ethical responsibility. Our goal is to shape future media leaders with expertise in mass media, leadership, and writing, while promoting sustainability, human rights, and global well-being.

3.2 MISSION:
1. Our mission is to offer the best Media Education by striking a balance between theoretical learning and practical experience.
2. We foster creative thinking and cultivate value-oriented, highly skilled media professionals.
3. SOMFT guides talented minds in the right direction, enriching the media industry with positivity.
4. Our students are well-equipped with expertise in journalistic techniques and public relations skills.

5. Mass Communication is a multidisciplinary and versatile field of study, preparing students for employment and self-employability. We encourage students to explore new start-ups and entrepreneurship in media.
6. SOMFT is committed to instilling moral values and a sense of social responsibility in our students.

4. PROGRAM EDUCATIONAL OBECTIVES (PEOs)

PEO1: Equip students with the necessary knowledge and skills to proficiently gather, analyze, and present information across diverse media platforms, including print, electronic, digital, and the film industry.

PEO2: Foster the development of ethical and professional values in journalism, emphasizing attributes such as fairness, accuracy, objectivity, and sensitivity to diverse perspectives.

PEO3: Cultivate a sense of responsibility in students towards society, the environment, and culture. Students will be attuned to regional, local, national, and international needs, as well as the United Nations' sustainable development goals.

PEO4: Encourage students to explore entrepreneurship and create their own media profiles, including YouTube channels, Instagram accounts, Twitter accounts, and media production houses.

PEO5: Enable students to apply critical thinking skills to analyze social-political issues, assess media content, identify biases, and evaluate credibility.

PEO6: Promote a commitment to ongoing self-learning activities, such as NPTEL courses, online courses, workshops, and conferences, fostering self-paced and self-directed learning for personal development, up-skilling, and re-skilling throughout life.

5. PROGRAM OUTCOMES (POs)

PO1: Disciplinary Knowledge-Develop a critical understanding of the concepts, principles, and theories of mass communication. Acquire knowledge and comprehension of journalistic principles, history, and practices across various media formats.

PO2: Problem Solving-Acquire knowledge of media format planning and the skills necessary for content production, from research and interviews to writing, editing, and meeting professional media standards.

PO3: Reflective Thinking-Create content for a wide range of media formats, including print, radio, television, films, and digital media.

PO4: Modern Tool Usage-Gain proficiency in using various media tools and software, such as video editing software, graphic design programs, and social media management platforms.

PO5: Leadership Readiness/Qualities-Develop the necessary public relations and advertising skills for employment in corporate industries.

PO6: Cooperation/Team Work- Understand and embrace social responsibilities as a media professional, catering to the needs of the local, regional, national, and international communities. Develop the skills and a sense of belonging to all sections of society and promote action for their upliftment.

PO7: Self-Directed Learning-Engage in innovative projects and explore opportunities for entrepreneurship in the media field.

PO8: Lifelong Learning-Cultivate sensitivity towards environmental threats and social issues while raising awareness about the sustainable goals of the United Nations Organization.

6. Program Specific Outcomes (PSOs):

PSO1: Develop the necessary skills and techniques for print media, including reporting, writing, editing, and proficiency in print software such as Adobe Photoshop and InDesign.

PSO2: Cultivate creative writing skills suitable for film, radio, television, and digital platforms.

PSO3: Gain expertise in using audio-video equipment for creative production.

PSO4: Familiarity with various media production software to facilitate content creation.

PSO5: Acquire a comprehensive understanding of the theoretical and practical aspects of electronic media production.

PSO6: Gain experience in both the technical and creative dimensions of digital and social media.

PSO7: Acquire the tools and techniques of Public Relations and Advertising.

PSO8: Develop an understanding of media laws and ethics, ensuring responsible and ethical media practices.

PSO9: Encouragement and readiness for self-employment opportunities.

PSO10: Gain awareness of social, cultural, and environmental issues, contributing to responsible and informed media practices.

7. ADMISSION

The admission policy and procedures will be determined periodically by the University in accordance with the guidelines provided by UGC/NEP/AICTE and the Ministry of Education (MoE), Government of India.

Reserved seats will also be available for Non-Resident Indians and foreign nationals who meet the admission eligibility criteria established by the University. The allocation of seats for each BA(JMC) degree program will be determined by the University, taking into account the directives of AICTE/UGC/MoE, Government of India, in alignment with market demands.

7.1 INTAKE CAPACITY
- Intake capacity is 20

8. ELEGIBILITY
Admission Requirements/Entry Points:
- 10+2 or an equivalent qualification from any recognized Board of Examinations, irrespective of their field of study, and should have achieved a minimum of 40% marks (relaxation according to reservation policy as per norms) in the qualifying examination.
- A one year (2 semesters) Certificate in the chosen discipline or field, including vocational and professional areas form any UGC recognized University/Institution for the admission in BA(JMC) Second Year
- A two-year (4-semester) Diploma in the chosen discipline or field, which can also be from any UGC recognized University/Institution for the admission in BA(JMC) Third Year
- An Academic Bank of Credit (ABC) has been established which would digitally store the academic credits earned from various recognised HEIs so that the degrees from an HEI can be awarded taking into account credits earned.

9. CURRICULUM

Curriculum Structure for BA(JMC) Programs

For the purpose of awarding degrees, the BA(JMC) program curriculum is designed with a minimum number of credits, along with Non-credit Audit Courses (NCC), as specified in the evaluation scheme approved by the university's Board of Studies. This curriculum is distributed across six semesters of study.

Under the Choice-Based Credit System (CBCS), the degree program will include the following categories of courses:

Core Theory Course (CC)
Skill Enhancement Course (SEC)
Generic Elective Course (GEC)
Discipline-Specific Elective (DSE)
Ability Enhancement Compulsory Courses (AECC)
Practical Core Courses (PCC)
Research Project (Minor & Major) - RP
Internship (Industrial/Research)
Massive Open Online Courses (MOOCs)
Minor Certification Integrated with UG Degree

10. MEDIUM OF INSTRUCTION

The medium of instruction for all courses, examinations, seminar presentations, and project reports is English and Hindi.

11. CHOICE BASED CREDIT SYSTEM (CBCS)/LOCF/OBE

The university employs a flexible Choice-Based Credit System with a slot-based timetable. Students have the freedom to select the number of credits they wish to undertake in a semester, provided it adheres to the curriculum's minimum and maximum requirements. Consequently, students will have the choice to select their courses, including General Elective (GE) and Discipline-Specific Elective (DSE) courses. Under the Choice-Based Credit System (CBCS), the degree program encompasses the following categories of courses.

Table 1. Distribution of Credits (Evaluation Scheme)

S.N.	Category	
1	Core theory Course- CC	
2	Skill Enhancement Course – SEC	
3	Generic Elective Course – GEC	
4	Discipline Specific Elective – DSE	As format 1 & 2 of CBCS
5	Ability Enhancement Compulsory Courses – AECC	
6	Practical Core Courses- PCC	
7	Research Project-RP (Minor & Major)	
8	Internship (Industrial/Research) MOOCS	
9	Minor Certification Integrated with UG Degree	

12.   REGISTRATIONS FOR COURSES IN A SEMESTER

To be eligible for course registration, a student must meet the prescribed regulations (progression) and have settled all outstanding dues to the University, Hostel, and Library up to the end of the previous semester, provided they are not disqualified from enrollment due to disciplinary reasons. Registration for a semester, except for first-year courses, will take place during a specified week before the start of the semester, following the Academic Calendar.

In the case of genuine and exceptional circumstances, late registration or enrollment may be permitted by the Dean of the School. Such permission will be granted upon the recommendation of the Head of the respective department and will involve a late fee, the amount of which will be determined periodically.

13.   ATTENDANCE REGULATIONS:

1.   Faculty responsible for a course must record and finalize the attendance three calendar days before the last instructional day of the course, submitting it to the Dean or Head of Department through the class teacher.

2.   A student with less than 75% attendance (Total Contact Hours - "TCH") in any course will not be allowed to take the end-semester examination for that course, regardless of the reason for the attendance shortfall. However, students can avail Academic Leave of up to 10% for participating in academic-related activities like industrial visits, seminars, conferences, competitions, etc., with prior approval from the Dean or Head of Department. After the event, students should submit relevant documents to the Head of Department for approval of the Academic Leave.

3.   The remaining 25% attendance allowance accounts for activities such as NCC/NSS, cultural events, sports, minor medical exigencies, etc.

4.   Students with attendance ("TCH" - Total Contact Hours) between 40% and 75% in any course will fall into the "CO (Carry Over)" category. This means they must repeat the course during the Summer/Winter break. Students in the "CO (Carry Over)" category will not be permitted to attend the Regular End Semester Examinations for that course. During the Summer/Winter break, the regular courses of the respective semester will be offered as Summer/Winter Courses, enabling students to obtain the required attendance and internal assessment marks to appear in the Repeat examination.

5.   Students in the "CO (Carry Over)" category for any course should attend the immediately following Summer/Winter course. The schedule of the Summer/Winter courses for each semester will be announced at the end of that semester. Students with "CO (Carry Over)" status must select their appropriate slots and courses optimally to attend the courses.

6.   Students whose attendance falls below 40% for a course in any semester will be categorized as "RA," meaning they are detained in the course due to attendance deficiencies and will not be allowed to take the End Semester Exam for that course.

Procedures for repeating the course in the "RA" category will be determined separately.

13.1 CONDONATION FOR MEDICAL CASES

For medical cases, it is mandatory to submit complete medical history and records along with prior information from the parent or guardian to the Dean (Students Welfare). The assessment of such cases will be carried out by the attendance sub-committee, and they will provide recommendations to the Vice-Chancellor. Condonation in such cases is permitted only twice for a student throughout the entire duration of the program.

The Vice-Chancellor, upon receiving the recommendations of the attendance sub-committee, may grant condonation of attendance if deemed appropriate and deserving. However, in no case can the condonation exceed 10% of the required attendance.

13.2 ADDITIONAL CONDONATION

Additional condonation may be considered in rare and genuine cases, which may include approved leave for attending specific NCC/Sports Camps, cases necessitating extended medical treatment, and severe illnesses leading to hospitalization. In the case of attending select NCC/Sports Camps, prior permission for leave must be obtained by the respective faculty coordinator or Director of Sports from the designated authority before deputing the students. These exceptional circumstances may be taken into account for additional attendance condonation on a case-by-case basis.

14. ASSESSMENT PROCEDURE

14.1 Internal & External Assessment Marks

The assessment for the BA (JMC) program consists of two components:

1. Internal Assessment Marks (IA): This assessment takes place throughout the semester in accordance with the Academic Schedule.

2. End Semester Examination Marks (ES): This assessment is conducted at the end of the semester, also following the Academic Schedule.

Table 2: Weightage of the IA and ES for various categories of the courses.

S.N.	Category of Courses	IA Weightage	IA Minimum	ESE	ESE Minimum	Passing minimum (IA + ESE)
1	Theory Course	25%	50%	75%	30%	40%
2	Practical Course	25%	50%	75%	50%	50%
3	Design/Semester Project	25%	50%	75%	50%	50%
4	Research Project (Major & Minor) / Internship and Viva Voce	25%	50%	75%	50%	50%

Theory Course Assessment Weightage

The general guidelines for the assessment of Theory Courses, which are conducted on a continuous basis, are provided in Table 2. However, the specific details and weightage for assessment may be available in the table or document referred to as "Table 2."

Table 3 (a): Weightage for theory Assessment:

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report, Seminar On Research Project Report	
5) ESE	75
Total:	**100**

14.2. Practical's Assessment Weightage

For practical courses, the assessment will be conducted by the course teachers, and it will include various components such as assignments, observations, laboratory records, and viva voce (oral examination). The specific criteria and assessment methods may be determined and approved by the Department Examination Committee (DEC).

a.   Internal Assessment -- 25%
b.   End Semester Examination -- 75%

Table 3(b): Weightage for Practical Assessment:

Evaluation/Assessment Methodology	
	Max. Marks
1) Presentations /Seminar	10
2)Assignments	10
3) Research Project Report, Seminar On Research Project Report/Report	5
4) ESE	75
Total:	**100**

15.   RESEARCH PROJECT/ SEMESTER PROJECT - ASSESSMENT

The general guidelines for assessment of Project are given in Table 4.

Table 4: Assessment pattern for Research Project / Semester Project

S.No.	Review / Examination Scheme	Broad Guidelines	Max. Marks
1	First Review	Concept	10
2	Second Review	Design/Outline	10
3	Third Review	Experiment/Analysis	5
4	Final Review/ESM	Project report and Viva - Voce, Results	75

		and Conclusion	
Total:			**100**

* Note - Novel Ideas shall be protected by IP Filling (Patent / Design / Copyright).

16. **INTERNSHIP**

During the 2nd year, students are required to participate in a Summer/Winter internship for a minimum duration of 15 days. However, in place of the internship, students are allowed to register for and undertake a case study or project work under the guidance of a faculty member from the University. In both cases, students must complete the project for a minimum period of 15 days.

In either scenario, an internship report, formatted according to the prescribed format and certified by the faculty in charge, must be submitted to the Head of the Department. The evaluation process will include a presentation and a viva voce (oral examination). The course will carry a weightage as defined in the respective curriculum.

The assessment will result in a grade of "Satisfactory" or "Not Satisfactory," and students will be awarded grades of "Pass" or "Fail." The assessment will be conducted based on the assessment rubrics issued by the Head of the Department.

17. **FOR NON – CREDIT COURSES / AUDIT COURSES**

The assessment will result in grades of "Satisfactory" or "Not Satisfactory," and students will receive either a "Pass" or "Fail" grade accordingly. The assessment process will follow the assessment rubrics issued by the Head of the Department.

If a student secures less than the specified minimum internal assessment marks in any course, they will not be allowed to participate in the end-semester examination for that course. Instead, they will be categorized under "CO (Carry Over)" for that course, and this will be reflected on the grade sheet as "CO Carry Over." The student will have the opportunity to successfully complete the course in subsequent semester(s).

18. **CREDIT WEIGHTAGE**

Credits in the program are assigned based on the following general patterns:

For Theory Courses:

1. One Hour of Lecture per week is equivalent to 1 credit.
2. One Hour of Tutorial per week is equivalent to 1 credit.

For Practical Courses:
3. One Hour of Practical per week is equivalent to 1 credit.
4. Two Hours of Practical is equivalent to 1 credit.

Credits transfer will be accepted by the school in accordance with government instructions and regulations.

19. MAXIMUM DURATION OF PROGRAMME/PROMOTION POLICY

Students have the option to complete the program at a pace slower than the regular pace, but they must finish it within a maximum of N+2 years. If a student completes the degree program within this extended period, they may not be eligible for university ranking or Honors associated with academic achievements.

19.1 Repeat Examinations

a. Normally, the results of the End Semester Examinations for Regular Theory courses are typically announced within a period of 15-20 days after the last regular examination.

b. During the even semester, Repeat Examinations will be conducted for even semester courses, and during the Odd semester, Repeat Examinations will be conducted for Odd semester courses.

c. The schedule for the Repeat Examinations will be made available through the Academic Calendar, which will be published at the beginning of every academic year.

d. Students categorized under "CO (Carry Over)," who have met the required attendance and internal assessment marks by successfully completing the Summer/Winter course, are eligible to register for the Repeat Examinations.

e. Students who fail to pass or are absent from the regular End Semester Examinations, for genuine reasons, are permitted to appear for the Repeat Exams by paying the prescribed fee.

f. For the Supplementary examinations, students with an "F" grade in any course should register by paying the required fee and participate in the Repeat Examinations.

g. Students who wish to request a revaluation of their answer scripts for Regular, Supplementary, or Repeat Examinations should apply immediately after the announcement of results.

19.2 Temporary Withdrawal from the Programme

a. A student is allowed to take a break, for a maximum of 2 semesters, during the entire program to address any backlog of arrears.

b. The Vice-Chancellor may permit a student to withdraw from the entire program for up to two semesters due to reasons like ill health, pursuing a start-up venture, or other valid reasons. This decision would be based on the recommendation of a committee comprising the Head of Department, Dean of School, and Dean of Student Welfare.

19.3 Declaration of results

The process of result declaration is a vital element of an educational institute's system, upon which its credibility and reputation depend. To enhance the result declaration process, it is important to incorporate the following features:

Timeliness
Clarity
Comprehensive Format
Accessibility
Verifiability

By focusing on these features, will ensure that result declaration process is efficient, transparent, and trustworthy.

19.4 Timeliness of the Result Declaration

Timeliness will make essential in case of both internal and external components of evaluation. The following table shows a timeline for formative, internal, assessments and summative assessments.

Table 5: Timeline for Formative

Formative Assessment (Internal)	
Daily Tasks	Before the next task
Weekly Tasks	Before the next task
Unit End Tests	One week
Summative Assessment (External/ Internal)	
External Components	20-30 days
Internal Components	7-10 days

19.5 Clarity of Interpretation

In the final result, which comprises both internal and external components, it is advisable to mention both components separately, followed by the overall grade. This approach makes the result easier to understand. The essential information about the grading and credit system, interpretation of grades, and conversion of grades to percentages will be provided at the back of the result.

19.6 Comprehensive Format of the Report

Results reflect the achievements and competencies of learners across all dimensions. A single grade, percentage, or score cannot fully represent the complete range of a learner's accomplishments. The results will be comprehensive and encompass all aspects of learning outcomes, including academic, social, moral, and spiritual dimensions. Each university will develop a format and granularity that aligns with their assessment profiles, effectively displaying the achievements of learners in their respective areas of focus.

19.7 Accessibility

Semester-end results will be made available online for both the internal and external components, typically in the form of awarded letter grades. A provision will be included on the website, featuring an automated system through which students can access their mark sheets

using individual logins. To ensure the security of the system, details such as PRN (Permanent Registration Number) and seat number will be required fields for viewing results.

This approach will improve the accessibility and transparency of the evaluation process, allowing for flexibility in presenting details about learning outcomes. Additionally, there will be an option to access results from preceding semesters. Upon program completion, the results will be accessible to external entities, such as potential employers and other higher educational institutions, for student credential verification. Transcripts will be made available upon request.

19.8   Verifiability

Results and Academic Awards will be valid, comprehensive, and verifiable by external agencies as they are closely linked to the entire career path of the students. The verifiability of results by prospective employers, Higher Educational Institutions (HEIs), and other agencies will be managed through the National Academic Depository (NAD) (http://nad.gov.in/).

(As per the NAD Website, NAD is a 24x7 online repository of all academic awards, including certificates, diplomas, degrees, mark sheets, etc., that are duly digitized and stored by academic institutions, boards, and eligibility assessment bodies. NAD not only ensures easy access to and retrieval of academic awards but also validates and guarantees their authenticity and secure storage. This enables educational institutions, students, and employers to have online access, retrieval, and verification of digitized academic awards, thus eliminating fraudulent practices such as certificate and mark sheet forgery.)

A student shall secure the minimum marks as prescribed in Clause 8.0 in all categories of courses in all the semesters to secure a pass in that course.

- Supplementary Examinations: In cases where a candidate fails to secure a passing grade in Practical / Theory with Practical component / Design Project / Internship / Comprehension courses due to not meeting the minimum passing requirements ("U" grade), they shall have the opportunity to register for these courses by paying the prescribed fee in the subsequent semesters whenever these courses are offered by the departments.

- During the even semester, supplementary exams will be conducted for even semester courses, and during the odd semester, supplementary exams will be conducted for odd semester courses. Candidates are not obliged to attend contact courses in preparation for these supplementary exams. However, the Internal Assessment marks obtained by the candidate will be retained for all such attempts.

- A candidate has the option to request a re-evaluation of their end-semester examination answer script in a theory course after the results have been declared, subject to the payment of a prescribed fee.

- After 3 years, the internal assessment marks obtained by the candidate will not be considered in calculating the passing requirement. A candidate who secures 40% in the

end semester examination will be declared to have passed the course and earned the specified credits irrespective of the score in internal assessment marks.

- Re-evaluation is not permitted for Practical/Theory with Practical component/Design Project / Internship / Comprehension courses. However, only for genuine grievances as decided by the Exam Grievance Committee a student may be permitted to apply for revaluation.

- Candidate who earns required credits for award of degree after N+2 years (on expiry of extended period of 2 semesters over and above normal duration of course) he/she will be awarded only second class irrespective of his/her CGPA. However, the period approved under temporary withdrawal, if any, from the programme will be excluded from the maximum duration as mentioned above.

- Semester Abroad Programme: Students who are allowed to undergo internship or Training in Industries in India or abroad during their course work or attend any National / International Institute under semester abroad programme (SAP) up to a maximum of 2 semesters will be granted credit equivalence for the Course Work/project work done by them in the Industry /Foreign Institute as per there commendations of the credit transfer committee.

20. MAXIMUM GAPS BETWEEN SEMESTER/YEAR
A student may be permitted by the Vice- Chancellor to withdraw from the entire programme for a maximum of two semesters for reasons of ill health, start - up venture or other valid reasons as recommended by a committee consisting of Head of Department, Dean of School, and Dean (Student Welfare).

21. CREDIT SYSTEM & GRADING CGPA/SGPA

21.1 INTRODUCTION- CREDIT SYSTEM AND GRADING
IIMT-University implemented the UGC guidelines to all Universities in 2015 for implementation of the choice-based credit system with a view to offer student's choice of courses within a program with a flexibility to complete the program by earning credits at a pace decided by the students themselves. The system allowed students to choose inter-disciplinary, intra-disciplinary courses according to their learning needs, interest and aptitude. It was considered as a cafeteria approach and was expected to provide mobility to students. As per the Current credit system practiced in institutions needs comprehensive reforms as they offer very little flexibility, choice and are less learner centric. Degrees offered today are more self-contained focusing on a specialization area and depend a lot on knowledge available with the faculty from the department only. Though the most requisite credit system does exist, wherein students are given a wide choice and flexibility, these exist as small islands in the vast ocean of thousands of educational institutes in India. In such institutions, the curriculum is frequently designed which is learner centric and offering a wide specialization area for students to pick and choose courses from. The institutions shall make attempts wherein the design of the credit system and the teaching and evaluation modes shall be the responsibility of individual course teachers. The students should have the freedom to opt for courses from other

specializations and not just from their core specialization. For this there has to be stronger collaborations between departments of the University and outside.

21.2   GRADING SYSTEM

Most institutions follow the absolute grading system which is a simple procedure wherein the marks obtained by students correspond to a specific grade and grade point. It reflects the individual performance in a particular subject without any reference to the group/class. The absolute grading system has limitations and may be susceptible to some inconsistencies.

The relative grading system on the other hand provides relative performance of a student to a group/class wherein the student is ranked in a group/class on basis of relative level of achievement. In this system decisions are made in advance by the faculty members as to what proportion of students would be awarded a particular grade on the basis of their relative performance and which is done by assigning grades on basis of a normal curve. This facilitates comparative performance and eliminates negative effect of pass or fail.

Relative grading system may be used if the number of students registered for the course is at least 30. For a class of smaller size, an absolute grading scheme may be used. The statistical method may be used with adjustments to calculate the mean (M), median (Md) and standard deviation (SD) of the total marks (TM) obtained by the students registered for the course. If the mean and median coincide, the mean may be used for further computations, otherwise the median may be used. If suppose the mean is used, then the letter grades may be awarded based on the ranges specified in table below:

21.2.1 A grading system as shown in Table 6 will be followed. Table 6: Grading system

LETTER GRADE	RANGE
A+	TM>M+1.75SD
A	M+1.25 SD $\leq$ TM<M+1.75SD
B+	M+0.75 SD $\leq$ TM<M+1.25SD
B	M+0.25 SD $\leq$ TM < M+0.75 SD
C+	M-0.25 SD $\leq$ TM < M-0.25 SD
C	M-0.75 SD $\leq$ TM < M-0.25 SD
D+	M-1.25 SD $\leq$ TM < M-0.75 SD
D	M-1.75 SD < TM < M-1.25 SD
E+	M-2.0 SD $\leq$ TM < M-1.75 SD
E	M-2.25 SD $\leq$ TM < M-2.0 SD
F	M-2.25 SD > TM
CO	Carry Over (Summer / Winter) due to Attendance deficiency (between 40% and 75%) and/or I. Lack of minimum IA marks
RA	Repeat the course due to (i) Lack of minimum attendance (below 40%) in regular course.
--	DETAINED "RC" or "RA" or both in all registered theory courses of a semester. The student is detained and has to repeat the entire semester.

Letter grades may be improved based on the following scheme: Use the table above to determine grade boundaries. Look for natural gaps in the neighbourhood of grade boundaries. Choose the largest gap in the neighbourhood and make this as the grade boundary. An 'E', 'E+' and 'F' grade may not be a purely relative grade. These may be assigned on the following basis:

• A minimum, say 30/100, may be set as pass marks for the course. A fail grade may then be awarded only if the Total Marks for the course are less than 30. Otherwise, the students may be awarded the Just Pass Grade D.

• A failure grade may be awarded to students whose marks are below the prescribed minimum even if the table above leads to a pass grade.

Similarly, a lower limit may be set for the 'A' grade also, for instance greater than or equal to 86. Students not achieving the prescribed minimum may be awarded a lower letter grade even if the table above indicates otherwise. A pass grade may be made mandatory for both internal as well as external examinations in the case of a separate internal and external assessment,

a. Internal and External marks may be summed up with appropriate weightage to compute a total out of 100 marks. The letter grade may be assigned on this computed total.

b. Internal and external marks may be graded separately and then the assigned grade points may be used, with appropriate weightage, to compute a final grade point and letter grade.

Grading in the case of Re-evaluations, Retests and Remedial Examinations may be based on the following guidelines:

a. The ranges of marks once computed for awarding letter grades the first time, called the First Distribution (FD), will not be modified.

b. If a re-evaluation leads to a change in marks, then FD will be used to award an appropriate letter grade.

c. A re-test may be permitted if-
   i. A student gets a letter grade of E+ or E. In this case, irrespective of the marks obtained, at most D grade may be awarded.
   ii. A student is unable to complete course requirements because of certified illness or tragedy. In this case FD will be used to award an appropriate letter grade.

The use of relative grading system may be recommended in autonomous institutions, institutes of national importance and institutions with high ranking.

The results of the relative grading system may be shared by such institutions later with other interested institutions to implement the same.

- GPA is the ratio of the sum of the product of the number of credits C_i of course "i" and the grade points P_i earned for that course taken over all courses "i" registered and successfully completed by the student to the sum of C_i for all "i". That is,

$$GPA = \sum_i C_i P_i / \sum_i C_i$$

- CGPA will be calculated in a similar manner, in any semester, considering all the courses enrolled from the first semester onwards.

- The Grade card will not include the computation of GPA and CGPA for courses with letter grade CO, RC and U until those grades are converted to the regular grades.

- A course successfully completed cannot be repeated.

21.3 GRADE SHEET

Based on the performance, each student is awarded a final letter grade at the end of the semester in each course. The letter grades and corresponding grade points are given in Table 8. A student is considered to have completed a course successfully and earned credits if he/she secures a letter grade other than F, CO, RA in that course.

After results are declared, grade sheet will be issued to each student which will contain the following details:

- Program and discipline for which the student has enrolled.
- Semester of registration.
- The course code, name of the course, category of course and the credits for each course registered in that semester
- The letter grade obtained in each course
- Semester Grade Point Average (GPA)
- The total number of credits earned by the student up to the end of that semester in each of the course categories.
- The Cumulative Grade Point Average (CGPA) of all the courses taken from the first semester.
- Credits earned under Non CGPA courses.
- Medium of Instruction is English.
- Grade Equivalency.

22. CLASS / DIVISION

22.1 Classification Is Based on CGPA And IS As Follows:
CGPA ≥ 8.0: First Class with distinction
6.5 ≤ CGPA <8.0: First Class
5.0 ≤ CGPA <6.5: Second Class.

22.2 First Class with Distinction
- Further, the award of 'First class with distinction' is subject to the candidate becoming eligible for the award of the degree having passed the examination in all the courses in

his/her first appearance with effect from II semester, within the minimum duration of the program.

- The award of 'First Class' is further subject to the candidate becoming eligible for the award of the degree having passed the examination in all the courses within 3 years for BA(JMC).

- The period of authorized break of the program will not be counted for the purpose of the above classification.

23. TRANSFER OF CREDIT /ACADEMIC CREDIT BANK

1. Within the broad framework of these regulations, the Academic Council, based on the recommendation of the Credit Transfer Committee so constituted may permit students to transfer part of the credit earned in other approved Universities of repute & status in the India or abroad.

2. The Academic Council may also approve admission of students who have completed a portion of course work in another approved Institute of repute under Multiple entry & Exit system, based on the recommendation of the credit transfer committee on a case-to-case basis.

3. Students who have completed coursework, at least first year, at some university other than the university to which transfer is sought (may request for transfer of admission to this university. A student may be granted admission only through an admission process that will follow the same policy as for fresh admissions. However, a uniform credit system must be followed by all universities to effect transfer of credits.

4. Credit Transfer request can be submitted only after the student has been admitted in the concerned program and the following conditions are met: University Grants Commission initiated the concept of National Academic Credit Bank (NAC-Bank) which will be a digital / virtual / online entity to be established and managed by UGC. The main objective of the NAC-Bank would be to facilitate student mobility across the education system wherein the credits can be accumulated and be used at alter point of time for the requirements of partial fulfilment of a degree program.
    - The course work has been completed at a UGC approved and accredited University through fulltime formal learning mode.

    - The university accreditation grade/ ranking is not lower than that of the university to which the transfer is sought.

    - The courses prescribe to the common minimum syllabus under UGC CBCS system.

    - The letter grade obtained in the courses is "B" or better.

    - The number of credits to be transferred does not exceed the prescribed limit.

- The program in question must have a similar credit system, in particular, modular or semester and the same numeric and letter grading system along with common meaning of the term "credit" in numerical terms.

The aspect of shelf life of courses needs to be considered while accepting credits as obsolescence of knowledge of certain field in terms of its current relevance needs to be investigated. The time lapse between successful completion of certain courses of the program and the admission to which program transfer is sought needs to be considered. The maximum number of credit points that maybe considered under a credit transfer needs to be specified. Contextual variables such as teaching-learning approach adopted, learning facilities offered, use of evaluation modes may also be considered while preparing the credit transfer policy.

Moderation

Moderation of assessment is an organized procedure which ensures use of valid assessment material and consistent application of criteria, to provide fair academic judgment and reliable outcome in the form of marks or grades. It assures appropriate designing and implementation of assessment activities along with generation of valid and reliable results.

Integration of moderation process with assessment system is imperative for the development of academic quality in higher educational institutions as:

- It addresses any difference in individual judgments of different evaluators.

- It ensures that all achievements in the form of marks and grades across courses reflect achievement of same level of standard.

- It is also carried out to develop a common understanding of the standards and criteria and to recognize performance which demonstrates that standard or fulfils those criteria.

Moderation may be conducted in case there are large number of fail grades or high grades, or when large numbers of students who have received the same grade or clustering of students on letter grades, or when there are discrepancies between grades allocated to individual students in different courses, or to find out the difficulty level of the question paper or whether the assessments modes used cover the entire syllabus or not.

Applicability - Moderation will be made applicable to both external and internal modes of assessment. All programs and courses will indicate, as part of their statements on assessment, arrangements for the moderation of assessed work. This can be done through formulation of a moderation policy and implemented across all programs and courses of instruction and delivery. The time frame for the moderation will be linked with the time frame for assessment.

In the event a moderation is triggered, an evaluation will begin with a discussion on the following (though not exhaustive) lines:

a. What are the rubrics used for each of the different types of assessment in the course? Is a standardized/ prescribed rubric used or has the instructor developed his/ her own rubric. If the instructor is using a personally framed rubric, or if there is no identified rubric, then how does the assessment map to learning outcomes?

b. The difficulty level of the questions included in the assessments, i.e., is the difficulty level on the extremes, very easy or very hard.

c. The manner of awarding marks, i.e., has the correction been at the extremes, liberal or tough.

Each department will establish a committee and designate roles and responsibilities at different levels for smooth working of the moderation process. In order to maintain neutrality, it will be ensured that moderator should not be the assessor. Staff members will be trained professionally in assessment techniques and moderation procedures. All assessment material produced by learner including examination sheets, assignments, project reports, research reports etc. will be examined.

Institutions will be encouraged to make the moderation process online. In this system, assessment plans, moderation plans, assessment tools, samples of which may be submitted online. Moderation reports will be generated online so that progress can be tracked and submitted to the COE after the approval of dean by Head of the department. The moderation will not be restricted to just assessment but also include moderation of content and assessment design.

24. **CHANGE OF DISCIPLINE**
"Academic Flexibility" is the provision for innovative and interchangeable curricular structures to enable creative combinations of Courses/Programmes in Disciplines of study leading to Degree/Diploma/PG Diploma/Certificate of Study offering multiple entry and multiple exit facilities in tune with National Education Policy-2020, while removing the rigid curricular boundaries and creating new possibilities of life-long learning.

25. **USE OF TECHNOLOGICAL INTERVENTION**
With the proliferation of different types of access devices, especially mobile access devices, technology has the potential to augment traditional classroom practices and revolutionize learning and evaluation methods. Technology, in fact can be an important driver to enable lifelong learning. Learning and engagement of students is facilitated by use of technology through several modes such as synchronous learning, semi-synchronous learning, blended learning, collaborative learning, flipped classroom etc. MOOC's, especially provided through SWAYAM, are a window of opportunity for lifelong learning and are offered through technology-based platforms. Learning management systems (LMS) may be used by institutions to integrate the entire teaching learning and evaluation process. The Learning Management System may be used by institutions to deliver academic content in blended form and to assess learning through thesis, assignments etc. Open-source learning management systems such as Moodle, Edmodo may be used for posting content in the form of videos, audios, e-learning modules, live class sessions etc. Use of plagiarism detection software will be highly recommended to check originality of content. In the conduct of examinations, universities face tremendous challenges such as need for trained manpower, distribution of question paper without delays and errors, delays in evaluation of answer scripts, lack of infrastructure to conduct examinations at a large scale, non-availability of faculty members for assessment, security issues faced during paper setting and paper distribution, tampering of

certificates and answer scripts etc. For a typical examination department of an institution will be an autonomous body right from registration of student to convocation through an integrated system. In fact, steps must be taken to implement a complete examination management system that considers the complete life cycle of examination process. The use of technology will reduce dependency on human intervention and be error free. The following functions will be automated:

- Registration of students and generating unique PRN,

- Filling up of examination form,

- Generation of seat numbers and admit cards/hall tickets,

- Preparation of list of paper setter,

- Use of question bank system to draw question sets, question paper generation,

- Online distribution of question papers on the day of examination with system of encryption,

- Barcode system for answer books (this will eliminate issues related to errors, avoid malpractices etc.),

- Digitization of answer scripts and onscreen evaluation of answer sheets, ix. tracking of student's performance.

- Marks submission through online software, Viewing of result through online system, Online verification and revaluation system,

- Digitization of certificates and mark-sheets (to avoid tampering and easy retrieval), xiv. certificate authentication system,

- Submission of various other applications through online system.

The above will lead to conduct of functions of the examination system in an efficient and transparent manner and timely availability of information to students.

26. **STUDENT DISCIPLINE**
Every student is required to observe utmost discipline and decorum both inside and outside the campus and not to indulge in any activity which may affect adversely the prestige reputation of the University.

27. **STUDENT WELFARE**
Any act of indiscipline of a student reported to the Dean (Students Welfare) and Head of the Department will be referred to a Discipline Committee constituted for the purpose. The Committee will enquire into the charges and decide on a suitable punishment if the charges are

substantiated. The committee will also authorize the Dean (Students Welfare) to recommend to the Vice-Chancellor for the implementation of the decision. The student concerned may appeal to the Vice-Chancellor, whose decision will be the final

28. **RAGGING**
Ragging in any form is a criminal and non-bailable offence in our country. The current State and Central legislations provide stringent punishments including imprisonment. Once the involvement of a student(s) is established in ragging, offending fellow students/staff, harassment of any nature to the fellow students/staff etc. the student(s) will be liable to be dismissed from the University, as per the laid down procedures of the UGC / Govt. /Institute. Every senior student at the University, along with their parent, shall give an undertaking every year in this regard and the same should be submitted at the time of Registration.

29. **POWER OF MODIFY**
Notwithstanding all that has been stated above, the Academic Council is vested with powers to modify any or all the above regulations from time to time, if required, subject to the approval by the Board of Studies and Final approval by Vice-Chancellor.

30. **EXIT POINT**
Exit Point from the courses:
- A certificate after completing one year (2 semesters) of study in the chosen discipline or field, including vocational and professional areas.

- A Diploma after two years (4 semesters) of study.

- A Bachelor's Degree after a three year (6 semesters) program of study.

- A Bachelor (Hons.) Degree after a four year (8 semesters) program of study

31. **NC CREDIT COURSE**

- Industrial Visits/Seminar or Presentation based on the Reports of visits

- University Social Responsibility-Community outreach

- Sports/Yoga

- Project on feature on Photography

- Project on Current Affairs

32. **ANY OTHER HEADING AS PER PROGRAM**
NA

Evaluation Scheme

**BA (JMC) Semester-I**
**S.No.**	**Course Code**	**Course Title**	**Course Type**	**Periods**	**Evaluation Scheme**	**Credits**
L	**T**	**P**	**Internal**	**External**	**Total**
	**CORE COURSES**		**THEORY**
1	BAJMC-111	Introduction to Journalism	Core Theory	4	0	0	25	75	100	4
2	BAJMC-112	History of Media	Core Theory	4	0	0	25	75	100	4
3	BAJMC-113	Communicative Hindi	AECC	3	0	0	25	75	100	3
4	BAJMC-114	Fundamentals of Computer	SEC	2	0	0	25	75	100	2
**ELECTIVE COURSES**
5	BAJMC-115 OR BAJMC-116	Development Communication OR Business Journalism	DSE	4	0	0	25	75	100	4
6	Code decided by CBCS	Generic Elective Paper to be decided by CBCS	G.E.	4	0	0	25	75	100	4
**PRACTICAL/VIVA VOCE**
7	BAJMC-117P	Computer for Mass Media	Core Practical	0	0	6	25	75	100	3
**Extra/Co-Curricular Course**
8	NECC-111	Industrial Visits/Seminar or Presentation based on the Reports of visits	Skill Enhancement Course	0	0	0	25	0	NC	NC
9	NECC-112	University Social Responsibility - Community outreach	Skill Enhancement Course	0	0	0	25	0	NC	NC
10	GENCC-101	NCC (Optional)	-	-	-	-	-	-	-	2
11	SPT-111	Sports/Yoga	-	0	0	2	50	0	NC	NC
	**TOTAL**				**175**	**525**	**700**	**26**

				BA (JMC) Semester-II							
S.No.	**Course Code**	**Course Title**	**Course Type**	**Periods**			**Evaluation Scheme**			**Credits**
				L	**T**	**P**	**Internal**	**External**	**Total**	
CORE COURSES			**THEORY**							
1	BAJMC- 121	Introduction to Communication	Core Theory	4	0	0	25	75	100	4
2	BAJMC-122	Introduction to Print Media	Core Theory	4	0	0	25	75	100	4
3	BAJMC-123	Communicative English	AECC	3	0	0	25	75	100	3
4	BAJMC- 124	Communication Skills	SEC	2	0	0	25	75	100	2
		ELECTIVE COURSES (Select any one from the following)								
5	BAJMC -125 OR BAJMC-126	Introduction to Advertising OR Introduction to Economics	DSE	4	0	0	25	75	100	4
		SEMINARS/VIVA VOCE								
6	BAJMC-127P	Media Related Software	Core Practical	0	0	6	25	75	100	3
		Extra/Co-Curricular Course								
7	NECC-121	Industrial Visits/Seminar or Presentation based on the Reports of visits	Skill Enhancement Course	0	0	0	25	0	NC	NC
8	NECC-122	University Social Responsibility - Community outreach	Skill Enhancement Course	0	0	0	25	0	NC	NC
9	NECC-124	Moocs / Swayam/NPTEL (Optional)	Skill Enhancement Course	0	0	0	50	0	50	2
10	GENCC-102	NCC (Optional)	-	-	-	-	-	-	-	2
11	SPT-121	Sports/Yoga	-	0	0	2	50	0	NC	NC
		TOTAL					**200**	**450**	**650**	**24**

			BA (JMC) Semester-III							
S.No.	**Course Code**	**Course Title**	**Course Type**	**Periods**			**Evaluation Scheme**			**Credits**
				L	**T**	**P**	**Internal**	**External**	**Total**	
CORE COURSES			**THEORY**							
1	BAJMC- 231	News Writing	Core Theory	4	0	0	25	75	100	4
2	BAJMC-232	Basics of Reporting	Core Theory	4	0	0	25	75	100	4
3	BAJMC-233	Value Education	AECC	3	0	0	25	75	100	3
4	BAJMC-234	Communication Technology	SEC	2	0	0	25	75	100	2
ELECTIVE COURSES										
5	BAJMC -235 OR BAJMC-236	Introduction to Sociology OR Publishing	DSE	4	0	0	25	75	100	4
6	Code decided by CBCS	Generic Elective Paper to be decided by CBCS	G.E.	4	0	0	25	75	100	4
PRACTICAL/SEMINARS/VIVA VOCE										
7	BAJMC-237P	Graphics and Design	Core Practical	0	0	6	25	75	100	3
Extra/Co-Curricular Course										
8	NECC-231	Industrial Visits/Seminar or Presentation based on the Reports of visits	Skill Enhancement Course	0	0	0	25	0	NC	NC
9	NECC-232	University Social Responsibility - Community outreach	Skill Enhancement Course	0	0	0	25	0	NC	NC
10	GENCC-201	NCC (Optional)	-	-	-	-	-	-	-	2
11	SPT-231	Sports/Yoga	-	0	0	2	50	0	NC	NC
		TOTAL					**175**	**525**	**700**	**26**

				BA (JMC) Semester-IV							
S.No.	**Course Code**	**Course Title**	**Course Type**	**Periods**			**Evaluation Scheme**			**Credits**
				L	**T**	**P**	**Internal**	**External**	**Total**	
CORE COURSES			**THEORY**							
1	BAJMC- 241	Introduction to Electronic Media	Core Theory	4	0	0	25	75	100	4
2	BAJMC-242	Basics fo Editing	Core Theory	4	0	0	25	75	100	4
3	BAJMC-243	Environmental Studies	AECC	3	0	0	25	75	100	3
4	BAJMC-244	Social Media	SEC	2	0	0	25	75	100	2
ELECTIVE COURSES										
5	BAJMC -245 OR BAJMC-246	Introduction to Public Relations OR International Politics	DSE	4	0	0	25	75	100	4
6	IEMM-402	Indian Ethos for Modern Management	G.E.	4	0	0	25	75	100	4
SEMINARS/VIVA VOCE										
7	BAJMC-247P	Print Media Production	Core Practical	0	0	6	25	75	100	3
Extra/Co-Curricular Course										
8	NECC-241	Industrial Visits/Seminar or Presentation based on the Reports of visits	Skill Enhancement Course	0	0	0	25	0	NC	NC
9	NECC-242	University Social Responsibility - Community outreach	Skill Enhancement Course	0	0	0	25	0	NC	NC
10	NECC-244	Moocs / Swayam/NPTEL (Optional)	Skill Enhancement Course	0	0	0	50	0	50	2
11	GENCC-202	NCC (Optional)	-	-	-	-	-	-	-	2
12	SPT-241	Sports/Yoga	-	0	0	2	50	0	NC	NC
		TOTAL					**225**	**525**	**750**	**28**

				BA (JMC) Semester-V							
S.No.	**Course Code**	**Course Title**	**Course Type**	**Periods**			**Evaluation Scheme**			**Credits**
				L	**T**	**P**	**Internal**	**External**	**Total**	
CORE COURSES			**THEORY**								
1	BAJMC-351	Radio Journalism	Core Theory	4	0	0	25	75	100	4
2	BAJMC-352	TV Journalism	Core Theory	4	0	0	25	75	100	4
ELECTIVE COURSES											
3	Code decided by CBCS	Generic Elective Paper to be decided by CBCS	G.E.	4	0	0	25	75	100	4
PRACTICAL/VIVA VOCE											
4	BAJMC-353P	Newspaper Production	Core Practical	0	0	6	25	75	100	3
5	BAJMC-354P	Content Production for New Media	Core Practical	0	0	6	25	75	100	3
6	BAJMC-355P	Project on feature on Photography	Research Project	0	0	4	100	0	100	2
Extra/Co-Curricular Course											
7	NECC-351	Industrial Visits/Seminar or Presentation based on the Reports of visits	Skill Enhancement Course	0	0	0	25	0	NC	NC
8	NECC-352	University Social Responsibility-Community outreach	Skill Enhancement Course	0	0	0	25	0	NC	NC
9	NECC-353	Entrepreneurship	SEC	2	0	0	50	0	50	2
10	GENCC-301	NCC (Optional)	-	-	-	-	-	-	-	2
11	SPT-351	Sports/Yoga	-	0	0	2	50	0	NC	NC
		TOTAL					**275**	**375**	**650**	**24**

**BA (JMC) Semester-VI**

S.No.	Course Code	Course Title	Course Type	Periods			Evaluation Scheme			Credits
				L	T	P	Internal	External	Total	
CORE COURSES			**THEORY**							
1	BAJMC-361	Media Law and Ethics	Core Theory	4	0	0	25	75	100	4
2	BAJMC-362	Introduction to Communication Research	Core Theory	4	0	0	25	75	100	4
**PROJECT/PRACTICAL/VIVA VOCE**
3	BAJMC-363P	Profile Study	Core Practical	0	0	6	25	75	100	3
4	BAJMC-364P	Audio-Visual Production	Core Practical	0	0	6	25	75	100	3
5	BAJMC-365P	Current Affairs	Research Project	0	0	4	100	0	100	2
6	BAJMC-366P	Internship	Core Practical	0	0		100	0	100	4
**Extra/Co-Curricular Course**
7	NECC-361	Industrial Visits/Seminar or Presentation based on the Reports of visits	Skill Enhancement Course	0	0	0	25	0	NC	NC
8	NECC-362	University Social Responsibility - Community outreach	Skill Enhancement Course	0	0	0	25	0	NC	NC
9	NECC-364	Moocs / Swayam/NPTEL (Optional)	Skill Enhancement Course	0	0	0	50	0	50	2
10	GENCC-302	NCC (Optional)	-	-	-	-	-	-	-	2
11	SPT-361	Sports/Yoga	-	0	0	2	50	0	NC	NC
			**TOTAL**				**350**	**300**	**650**	**24**

Format-1

IIMTU-NEP IMPLEMENTATION
CBCS: Statement of Credit distribution

College/School:School of Media, Film and Television Studies Programme: Under Graduate/BA(JMC) Duration:Three Years Annual/Semester : Semester	Credit range: 134-152 (suggested by CBCS Committee)

Attached guidelines to be followed:

		Sem.	Core Course/ Foundation Course	Ability Enhancement Compulsory Course (AECC)	Skill Enhancement Course (SEC)	Discipline Specific Elective (DSE)	Generic Elective (GE) (From other Faculty)	Research Project (RP)	Prerequisite
Course Names as per UGC	Cr.	Semester	C-1 (4 Credit)+ P-1 (2 Credit)/T-1 (1 Cr.) FC-1 (3 Credit) 3/4/5/6 Cr.	AECC-1 (Credit) 3 Cr./Each	SEC-1 (Credit) 2 Cr./Each	DSE-1 (Credit) 3 or 4/5/6 Cr.	GE-1 (Credit) 3 or 4/5/6 Cr. 4 Cr./6 Cr.	Industry Training/ Internship Survey (4 Cr.)	
Course Names as per Higher Education (HE)			MAJOR-1 4/5/6 Cr.	Vocational 3 Cr.	Co-Curricular 2 Cr.	MAJOR-2 4/5/6 Cr.	MAJOR-3 4/5/6 Cr.	4 Cr.	
Decided Credits for implementation			4 Cr.	3 Cr.	2 Cr.	4 Cr.	4 Cr.	4 Cr.	
Certificate (44)	44	I	C 1- Introduction to Journalism *(Credit 4)* C 2 - History of Media *(Credit 4)* P 1 -Computer for Mass Media (Course related practical and Viva) External and internal	AECC 1 - Communicative Hindi *(Credit 3)*	SEC 1 - Fundamentals of Computer *(Credit 2)* SEC 2- Industrial Visits/Seminar or Presentation based on the Reports of visits *(Credit NC)*	DSE 1- Development Communication OR Business Journalism *(Credit 4)*	GE 1- (To be decided by CBCS) *(Credit 4)* GENCC-101 (Optional) *(Credit 2)*		10+2 In any stream

			examiner *(Credit 3)*		SEC 3- University Social Responsibility -Community outreach *(Credit NC)*		SPT 1- 1Sports/Yoga *(Credit NC)*	
		II	C 3 - Introduction to Communication *(Credit 4)* C 4 - Introduction to Print Media *(Credit 4)* P 2 -Media Related Software (course related practical and viva) External and internal examiner) *(Credit 3)*	AECC 2- Communicative English *(Credit 3)*	SEC 4 - Communication Skills *(Credit 2)* SEC 5- Industrial Visits/Seminar or Presentation based on the Reports of visits *(Credit NC)* SEC 6- University Social Responsibility -Community outreach *(Credit NC)* SEC 7- Moocs / Swayam/ NPTEL (Optional) *(Credit 2)*	DSE 2- Introduction to Advertising OR Introduction to Economics *(Credit 4)*	GENCC-102 (Optional) *(Credit 2)* SPT 2- Sports/Yoga *(Credit NC)*	
Provision to change the stream								
Diploma (92)	48	III	C 5 - News Writing *(Credit 4)* C 6 - Basics of Reporting *(Credit 4)* P 4- Graphics and Design (Course related practical and Viva) External and Internal Examiner *(Credit 3)*	AECC 3- Value Education *(Credit 3)*	SEC 8- Communication Technology *(Credit 2)* SEC 9- Industrial Visits/Seminar or Presentation based on the Reports of visits *(Credit NC)* SEC 10- University Social Responsibility -Community outreach *(Credit NC)*	DSE3- Introduction to Sociology OR Publishing *(Credit 4)*	GE 2- (To be decided by CBCS) *(Credit 4)* GENCC-201 (Optional) *(Credit 2)* SPT 3- Sports/Yoga *(Credit NC)*	
		IV	C 7 - Introduction to	AECC 4-	SEC 11-	DSE 4-	GE 3-	

			Electronic Media *(Credit 4)* C 8 -Basics of Editing *(Credit 4)* P 5 -Print Media Production (Course related Practical and viva) External and Internal Examiner *(Credit 3)*	Environmental Studies *(Credit 3)*	Social Media *(Credit 2)* SEC 12- Industrial Visits/Seminar or Presentation based on the Reports of visits *(Credit NC)* SEC 13- University Social Responsibility -Community outreach *(Credit NC)* SEC 14- MOOCS / SWAYAM/ NPTEL(Optional) *(Credit 2)*	Introduction to Public Relations OR International Politics *(Credit 4)*	(Indian Ethos for Modern Management) *(Credit 4)* GENCC-202 (Optional) *(Credit 2)* SPT 4 - Sports/Yoga *(Credit NC)*	
Provision to change the Core Papers (Main Subject)								
UG (138)	42	V	C 9 - Radio Journalism *(Credit 4)* C 10 - TV Journalism *(Credit 4)* P 7- Newspaper Production (CRP and viva. External and internal examiner *(Credit 3)* P 8- Content Production for New Media.External and internal examiner *(Credit 3)*	---	SEC 15- Entrepreneurship *(Credit 2)* SEC 16- Industrial Visits/Seminar or Presentation based on the Reports of visits *(Credit NC)* SEC 17- University Social Responsibility -Community outreach *(Credit NC)*	---	GE 4- (To be decided by CBCS) *(Credit 4)* GENCC-301 (Optional) *(Credit 2)* SPT 5- Sports/Yoga *(Credit NC)*	RP 1 - Project on feature on Photography *(Credit 2)*
		VI	C 11 - Media Law and Ethics *(Credit 4)* C 12 - Introduction to Communication Research *(Credit 4)* P 9 - Profile Study (Project Report) External and Internal	---	SEC 18- (MOOCS) (Optional) *(Credit 2)* SEC 19- Industrial Visits/Seminar or Presentation based on the Reports of visits *(Credit*	---	GENCC-302 (Optional) *(Credit 2)* SPT 6- Sports/Yoga *(Credit NC)*	RP 2 - Project on Current Affairs *(Credit 2)* P 11 - Internship

		Examiner *(Credit 3)* P 10 - Audio visual production (Electronic media practical and Viva. External and Internal Examiner. *(Credit 3)*		*NC)* SEC 20- University Social Responsibility -Community outreach *(Credit NC)*			*(Credit 4)*	
	Total Credits	72	12	10 (+6 Optional for MOOCS)	16	16 (+12 Optional for NCC)	8	
	Grand Total	134 (+18 Optional for NCC & MOOCS)						

Format-2

Programme	Year	Semester (15 weeks)	Paper	Credit	Periods per Week	Periods (Hours) per Semester	Paper Title	Unit (Periods per semester)	Prerequisite	Elective (For other faculty)
CERTIFICATE COURSES (44 Credits) --------------	FIRST YEAR	SEMESTER -I	i) C 1 ii) AECC1 iii) SEC1 **iv) SEC2** **v) SEC3** vi) DSE 1 vii) GE-1 **viii) GENCC-101** **ix) SPT-1**	4 3 2 0 0 4 4 2 0	4 3 2 4 4	60 45 30 60 60	i) Introduction to Journalism ii) Communicative Hindi iii) Fundamentals of Computer iv) Industrial Visits/Seminar or Presentation based on the Reports of visits v) University Social Responsibility -Community outreach vi) Development Communication OR Business Journalism vii) GE-1(To be decided by CBCS) viii) NCC (Optional) ix) Sports/Yoga	05	10+2 In any stream	Yes
			i) C 2	4	4	60	i) History of Media	05		
			i) P1	3	8	90	**i) Computer for Mass Media (Course related practical and Viva) External and internal examiner**			

			Course	Credits		Marks	Course Name	Internal		
		SEMESTER - II	i) C 3	4	4	60	i) Introduction to Communication	05		
			ii) AECC2	3	3	45	ii) Communicative English			
			iii) SEC 4	2	2	30	iii) Communication Skills			
			iv) SEC 5	0			iv) Industrial Visits/Seminar or Presentation based on the Reports of visits			
			v) SEC 6	0			v) University Social Responsibility -Community outreach			Yes
			vi) SEC 7	2			vi) Moocs / Swayam/NPTEL (Optional)			
			vii) DSE2	4	4	60	vii) Introduction to Advertising OR Introduction to Economics			
			viii) GENCC-102	2			viii) NCC (Optional)			
			ix) SPT-2	0			ix) Sports/Yoga			
			i) C 4	4	4	60	i) Introduction to Print Media	05		
			i) P2	3	8	90	i) **Media Related Software (course related practical and viva) External and internal examiner)**			

Programme	Year	Semester (15 weeks)	Paper	Credit	Periods per Week	Periods (Hours) per Semester	Paper Title	Unit (Periods per semester)	Prerequisite	Elective (For other faculty)
DIPLOMA COURSE (92 Credits) --------------	SECOND YEAR	SEMESTER -III	i) C 5 ii) AECC3 iii) SEC 8 **iv) SEC 9** **v) SEC 10** vi) DSE3 vii) GE-2 **vii) GENCC-201** **ix) SPT-3**	4 3 2 0 0 4 4 2 0	4 3 2 4 4	60 45 30 60 60	i) News Writing ii) Value Education iii) Communication Technology iv) Industrial Visits/Seminar or Presentation based on the Reports of visits v) University Social Responsibility - Community outreach vi) Introduction to Sociology OR Publishing vii) GE-2(To be decided by CBCS) viii) NCC (Optional) ix) Sports/Yoga	05	One Year Certificate in relative subjects from a UGC recognized University	Yes
			i) C 6	4	4	60	i) Basics of Reporting	05		
			i) P 4	3	8	90	**i) Graphics and Design (Course related practical and Viva) External and internal examiner**			

		SEMESTER - IV	i) - C 7	4	4	60	i) Introduction to Electronic Media	05		
			ii) AECC4	3	3	45	ii) Environmental Studies			
			iii) SEC 11	2	2	30	iii) Social Media			
			iv) SEC 12	0			iv) Industrial Visits/Seminar or Presentation based on the Reports of visits			
			v) SEC 13	0			v) University Social Responsibility - Community outreach			
			vi) SEC 14	2			vi) Moocs / Swayam/NPTEL (Optional)			
			vii) DSE 4	4	4	60	vii) Introduction to Public Relations OR International Politics			Yes
			viii) GE-3	4	4	60	viii) Indian Ethos for Modern Management			
			ix) GENCC-202	2			ix) NCC (Optional)			
			x) SPT-4	0			x) Sports/Yoga			
			i) C 8	4	4	60	i) Basics of Editing	05		
			i) P 5	3	8	90	**i) Print Media Production(Course related Practical and viva) External and Internal Examiner)**			

Programme	Year	Semester (15 weeks)	Paper	Credit	Periods per Week	Periods (Hours) per Semester	Paper Title	Unit (Periods per semester)	Prerequisite	Elective (For other faculty)
UNDER GRADUATE DEGREE (138 Credits)	THIRD YEAR	SEMESTER - V	i) C 9 ii) SEC 15 iii) SEC 16 iv) SEC 17 vi) GE-4 v) GENCC-301 vii) SPT-5 viii) RP 1	4 2 0 0 4 2 0 2	4 2 4 2	60 30 60 30	i) Radio Journalism ii) Entrepreneurship iii) Industrial Visits/Seminar or Presentation based on the Reports of visits iv) University Social Responsibility - Community outreach vi) GE-4 (To be decided by CBCS) v) NCC (Optional) vii) Sports/Yoga viii) Project on feature on Photography	05	Two Year Diploma in relative subjects from a UGC recognized University	
			i) C 10	4	4	60	i) TV Journalism	05		
			i) **P 7** ii) **P 8**	3 3	8 8	90 90	i) **Newspaper Production (CRP and viva. (External and internal examiner)** ii) **Content Production for New Media (External and internal examiner)**			
		SEMESTER - VI	i) C 11 ii) SEC 18 iii) SEC 19 iv) SEC 20 vi) GENCC-302 vii) SPT-6 viii) RP 2	4 2 0 0 2 0 2	4 2 2	60 30 30	i) Media Law and Ethics ii) Moocs (Optional) iii) Industrial Visits/Seminar or Presentation based on the Reports of visits iv) University Social Responsibility - Community outreach v) NCC (Optional) vi) Sports/Yoga vii) Project on Current Affairs	05		
			i) C 12	4	4	60	i) Introduction to Communication Research	05		
			i) **P 9** ii) **P 10** iii) **P 11**	3 3 4	8 8	90 90 30 Days	i) **Profile Study (Project Report) External and internal Examiner** ii) **Audio visual production (Electronic media practical and Viva. External and internal examiner** iii) **Internship**			

*Research Topic may be selected from any one of 02 core papers.

Programme Outcome:	Programme Specific Outcome:
PO1: Develop a critical understanding of the concepts, principles, and theories of mass communication. Acquire knowledge and comprehension of journalistic principles, history, and practices across various media formats.	**PSO1:** Develop the necessary skills and techniques for print media, including reporting, writing, editing, and proficiency in print software such as Quark Express and InDesign.
PO2: Acquire knowledge of media format planning and the skills necessary for content production, from research and interviews to writing, editing, and meeting professional media standards.	**PSO2:** Cultivate creative writing skills suitable for film, radio, television, and digital platforms.
PO3: Create content for a wide range of media formats, including print, radio, television, films, and digital media.	**PSO3:** Gain expertise in using audio-video equipment for creative production.
PO4: Gain proficiency in using various media tools and software, such as video editing software, graphic design programs, and social media management platforms.	**PSO4:** Familiarity with various media production software to facilitate content creation.
PO5: Develop the necessary public relations and advertising skills for employment in corporate industries.	**PSO5:** Acquire a comprehensive understanding of the theoretical and practical aspects of electronic media production.
PO6: Understand and embrace social responsibilities as a media professional, catering to the needs of the local, regional, national, and international communities. Develop the skills and a sense of belonging to all sections of society and promote action for their upliftment.	**PSO6:** Gain experience in both the technical and creative dimensions of digital and social media.
PO7: Engage in innovative projects and explore opportunities for entrepreneurship in the media field.	**PSO7:** Acquire the tools and techniques of Public Relations and Advertising.
PO8: Cultivate sensitivity towards environmental threats and social issues while raising awareness about the sustainable goals of the United Nations Organization.	**PSO8:** Develop an understanding of media laws and ethics, ensuring responsible and ethical media practices.
	PSO9: Encouragement and readiness for self-employment opportunities.
	PSO10: Gain awareness of social, cultural, and environmental issues, contributing to responsible and informed media practices.

Format-3

IIMTU-NEP IMPLEMENTATION
Year: I / Semester: I

Programme: UG	Year : I
Class: BA(JMC)	Semester : I
Credits : 4 Theory : 4 Practical : 0	Subject: INTRODUCTION TO JOURNALISM
Course Code: BAJMC-111	Title: INTRODUCTION TO JOURNALISM

Course Objectives: On completion of the course, students should be able:
1. To enhance understanding of student about the technical terms and jargons of journalism.
2. To inculcate the knowledge of student elements of journalism.
3. To distinguish between journalistic terminology and basic terminology
4. To acquaint students with important aspects of the process of journalism.
5. To develop the skills of journalist.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L: 4
T:
P:(In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1Credit(4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures
I	Journalism: Concept, Nature, Scope, Function and Types Role of Journalism in Society Journalism and Democracy Concept of Fourth Estate. Concept of Mass Communication Mass Communication in India.	10-12
II	Journalism: Contemporary Issues in Journalism Debates in Journalism Elements of Journalism Types of Journalism Alternative Journalism	10-12
III	Process of Journalism Citizen Journalism Yellow Journalism Investigative Journalism Advocacy Journalism.	10-12
IV	Skills of Journalism Convergence Changing Technology Online Journalism New Trends in Journalism	10-12
V	Technical Terms of Journalism Jargons of Journalism Introduction to Regional Journalism	10-12

| | Journalism and Globalization |
| | Journalism and Society |

Reference / Text Books:
1. Kumar, Keval J, Mass Communication in India. Jai co, Mumbai.
2. Thakur Prof. (Dr). Kiran, Hand book of Pint Journalism, MLC University of Mass
3. Communication & Journalism Bhopal
4. Bhargav G.S., The Press in India: An Overview, National Book Trust New Delhi.
5. Beer Arnold S.deand Merrill John C., Global Journalism: Topical Issues and Media Systems, PHI Learning Private Limited, New Delhi.
6. News Papers and Magazines based on current affairs.

If the course is available as Generic Elective then the students of following departments may opt it.
Not Applicable

<div align="center">Evaluation/Assessment Methodology</div>

	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
5) Seminar On Research Project Report	
6) ESE	75
Total:	**100**

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1. Students would be able to enhance understanding of the technical terms and jargons of journalism.
CO2. Students would be able to inculcate the knowledge of student elements of journalism.
CO3. Student will be able to distinguish between journalistic terminology and basic terminology
CO4. Students would be able to acquaint them with important aspects of the process of journalism.
CO5. Students would be able to develop the skills of journalist.

IIMTU-NEP IMPLEMENTATION
Year: I / Semester: I

Programme: UG	**Year : I**
Class: BA(JMC)	**Semester : I**
Credits : 4 **Theory : 4** **Practical : 0**	**Subject: HISTORY OF MEDIA**
Course Code: **BAJMC-112**	**Title: HISTORY OF MEDIA**
Course Objectives: On completion of the course, students should be able : 1. To acquaint themselves with the glorious journey of the print, electronic and web media. 2. To inculcate the knowledge about great journalism of print, electronic and web media. 3. To acquaint themselves with technological advancements in media. 4. To identify the important events of Indian Media. 5. To develop the critical understanding on evolution of Media	
Nature of Paper: Core/DSE/SEC/GE/AECC: Core	
Minimum Passing Marks/Credits: 40% Marks / 4 Credits	
L: 4 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)	

Unit	Contents	No. of Lectures
I	Origin and Development of The Press in India. The Press and Freedom Movement Bhartendu Era Tilak and Gandhi Era Post-Independence Journalism	10-12
II	Traditional Media Folk Dances and Music Folk Theatre Puppetry Reviving Traditional Media	10-12
III	Invention of Radio and Its Advents A Tool of Information/Entertainment History of Radio in India Public Service Commercial Service Community Service	10-12
IV	Evolution And Development of Television History of TV In India SITE Growth of Doordarshan and Privet Channels, Public Service and Commercial TV Broadcasting	10-12
V	Evolution of Cinema Introduction to Major Film Genres Silent Era of Indian Cinema Major Features and Personalities The 'Talkies' Popular Cinema	10-12

	New Wave And 'Middle' Cinema	

Reference / Text Books:

1. B.D. Garga, So Many Cinemas-The Motion Picture in India, Bombay, Eminence Design Pvt. Ltd,1996.
2. Erik Barnouwand S. Krishna swamy: Indian Films, New Delhi, Oxford,1986
3. Luthra, H.R., Indian Broadcasting, Publication Division, New Delhi.
4. Baruah, U. L.,Thisis All India Radio, Publication Division, New Delhi.
5. M. Chalapathi Rau, The Press
6. Nadig Krishnamurthu, India Journalism (From Asokato Nehru), University of Mysore.
7. Chatterjee, P.C., Broadcasting in India, New Delhi
8. Rangaswamy, Parthasaratihi, Journalism in India, Sterling Publication, New Delhi.
9. Natarajan, J. History of Indian Journalism, Publication Division, New Delhi.
10. Jeffrey, Robin, India's Newspaper R Evolution, Oxford University Press, Delhi.
11. Singh, Chandrakant, Before the Headlines: A Handbook of Television Journalism, Macmilan India Ltd. Delhi Singh, Devvrat, Indian Television: Content, Issues and Challenges, Har Anand Publications Delhi,

If the course is available as Generic Elective then the students of following departments may opt it. Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	**100**

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course, students will be able:

CO1. Students would be able to acquaint themselves with the glorious journey of the print, electronic and web media.

CO2. Students would be able to inculcate the knowledge great journalism of print, electronic and web media.

CO3. Students would be able to acquaint themselves with technological advancements in media.

CO4. Students will be able to identify important events of Indian Media.

CO5. Students will have the critical understanding on evolution of Media.

IIMTU-NEP IMPLEMENTATION
Year: I / Semester : I

Programme: UG Class: BA(JMC)	Year : I Semester : I
Credits : 3 Theory : 3 Practical : 0	**Subject: COMMUNICATIVE HINDI**
Course Code: BAJMC-113	**Title: COMMUNICATIVE HINDI**

Course Objectives: On completion of the course, students should be able to:

1. हिंदी भाषा में मौखिक संचार कौशल को मजबूत करना।
2. हिंदी भाषा में लिखने का ज्ञान विकसित करना।
3. हिंदी भाषा में शब्दावली में सुधार करना।
4. हिंदी भाषा में व्याकरण का ज्ञान विकसित करना।
5. हिंदी भाषा के रचनात्मक उपयोग को प्रोत्साहित करना।

Nature of Paper: Core/DSE/SEC/GE/AECC: AECC

Minimum Passing Marks/Credits: 40% Marks / 3 Credits

L: 3
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures
I	भाषा की संकल्पना भाषाई भेद- मौखिक भाषाई भेद- लिखित भाषा का मानकीकरण - स्थिति एवं चुनौतियाँ भाषा तथा समाज का पारस्परिक अन्तर्सम्बन्ध	8-10
II	प्रयोजनमूलक हिन्दी का अभिप्राय आवश्यकता जनसंचार माध्यम और हिन्दी भाषा क्षेत्रीय प्रभाव, क्षेत्रीय भाषाई प्रयोग	8-10
III	हिन्दी व्याकरण शुद्ध रूप और वाक्य रचना अक्षर, वर्ण, स्वर, व्यंजन, उच्चारण अव्यय पर्यायवाची, विलोम, समानार्थी, अनेकार्थी शब्द हिन्दी की प्रयोगात्मक त्रुटियां	8-10
IV	हिन्दी साहित्य का संक्षिप्त इतिहास हिन्दी साहित्य की आधुनिक प्रवृत्तियाँ हिन्दी की साहित्यिक विधाओं का परिचय हिन्दी गद्य हिन्दी पद्य	8-10
V	मुद्रित माध्यम और हिन्दी	8-10

	रेडियो की भाषा	
	टेलीविजन की भाषा	
	विज्ञापन की भाषा	
	सोशल मीडिया की भाषा	

Reference / Text Books:

1. भाटिया, डॉ. कैलाशचन्द, अनुवाद कलाः सिद्धांत और प्रयोग, तक्षशिला प्रकाशन, नयी दिल्ली।
2. शर्मा, रघुनन्दन प्रसाद, प्रयोजन मूलक हिन्दीः सिद्धांत और व्यवहार, विश्वविद्यालय प्रकाशन, वाराणसी।
3. अय्यर, विश्वनाथ, अनुवाद कला, प्रभात प्रकाशन, दिल्ली।
4. तिवारी, भोलानाथ, हिन्दी भाषा की सामाजिक भूमिका, दक्षिण भारत हिन्दी प्रचार समिति, मद्रास।
5. झाल्टे, डॉ. दंगल, प्रयोजन मूलक हिन्दीः सिद्धांत और प्रयोग, वाणी प्रकाशन, नयी दिल्ली।
6. गोदरे, डॉ. विनोद, प्रयोजन मूलक हिन्दी, वाणी प्रकाशन, नयी दिल्ली।
7. राणा, महेन्द्र सिंह, प्रयोजन मूलक हिन्दी के आधुनिक आयाम, हर्षा प्रकाशन, आगरा।
8. कुमारचंद, जनसंचार माध्यमों में हिन्दी, क्लासिकल पब्लिशिंग कम्पनी, दिल्ली।

If the course is available as Generic Elective then the students of following departments may opt it.
Not Applicable

<table>
<tr><th colspan="2" align="center">Evaluation/Assessment Methodology</th></tr>
<tr><td></td><td>Max. Marks</td></tr>
<tr><td>1) Class tasks/ Sessional Examination</td><td>10</td></tr>
<tr><td>2) Presentations /Seminar</td><td>10</td></tr>
<tr><td>3) Assignments</td><td>5</td></tr>
<tr><td>4) Research Project Report
   Seminar On Research Project Report</td><td></td></tr>
<tr><td>5) ESE</td><td>75</td></tr>
<tr><td align="right">Total:</td><td>100</td></tr>
</table>

Prerequisites for the course: Command over Hindi

Course Learning Outcomes: On completion of this course, students will be able to:

CO1. छात्र हिंदी भाषा में मौखिक संचार कौशल को मजबूत करने में सक्षम होंगे।

CO2. विद्यार्थी हिन्दी भाषा में लिखने का ज्ञान विकसित कर सकेंगे।

CO3. छात्र हिंदी भाषा में शब्दावली में सुधार करने में सक्षम होंगे।

CO4. छात्र हिंदी भाषा में व्याकरण का ज्ञान विकसित कर सकेंगे।

CO5. विद्यार्थी हिन्दी भाषा का रचनात्मक प्रयोग कर सकेंगे।

IIMTU-NEP IMPLEMENTATION
Year: I / Semester: I

Programme: UG	Year : I
Class: BA(JMC)	Semester : I
Credits : 2 Theory : 2 Practical : 0	Subject: FUNDAMENTALS OF COMPUTER
Course Code: BAJMC-114	Title: FUNDAMENTALS OF COMPUTER

Course Objectives: On completion of the course, students should be able:
1. To teach the basics of Computer and its work
2. To know about computer software and its operating system.
3. To learn about the creation of Document, manipulation, storage of Chart and Slide Show Package.
4. To develop the skills on MS office.
5. To develop the IT skills of working on various software.

Nature of Paper: Core/DSE/SEC/GE/AECC: SEC

Minimum Passing Marks/Credits: 40% Marks / 2 Credits

L: 2
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures
I	Introduction to Computer, Software and Devices Computer System Concepts Types of Computers, Basic Components of a Computer System Memory, Input Devices, Output Devices, Various Storage Devices, Software-Types-System Software, Application Software. System Software-Operating System, Utility Program, Assemblers, Compilers and interpreter Application Software-Word Processing, Spreadsheet, Presentation Graphics, Database Management System.	6-8
II	Introduction To Operating System And Network Introduction of Windows Linux and Mac. Windows-Features, Various Versions, Working My Computer & Recycle Bin, Desktop Icons And Windows Explorer, Working With Files& Folders, Accessories And Windows Settings Using Control Panel, Creating Users, Internet Settings, Start Button &Program Lists Types of Network - LAN, WAN, MAN, Topologies of LAN - Ring, Bus Star, Mesh And Tree Topologies Components of LAN- Media, NIC, NOS, Bridges, HUB, Routers, Repeater and Gateways.	6-8
III	Introduction To MS Office MS Word: Features & Area of Use Menus, Toolbars & Buttons, Creating A New Document, Different Page Views and Layouts Formatting, Paragraph and Page Formatting; Bullets, Numbering, Printing & Various Print Options, Spell Check, Thesaurus, Find & Replace, Auto Texts,	6-8

		Working with Columns	
		Creation & Working with Tables, Mail Merge	
IV		MS Excel Concepts of Workbook & Worksheets, Using Different Features With Data, Cell And Texts	6-8
		Inserting, Removing & Resizing of Columns & Rows, Working With Data & Ranges, Column Freezing, Labels, Hiding, Splitting Etc	
		Use Of Formulas, Calculations & Functions	
		Cell Formatting Including Borders & Shading	
		Working With Different Chart Types	
V		Introduction of MS Power Point	6-8
		Creating A New Presentation, Working with Presentation, Using Wizards, Slides & Its Different Views, Inserting, Deleting and Copying of Slides Working With Notes, Handouts, Columns & Lists Adding Graphics, Sounds and Movies to A Slide, Working with PowerPoint Objects Designing & Presentation of A Slide Show, Printing Presentations, Notes, Handouts with Print Options	

Reference / Text Books:

1. Computers Today, S.K. Basandra, Galgotia Publications.
2. Fundamentals of Information technology, Alexis Leon & Mathews Leon, Vikas Publishing House, New Delhi, ISBN-10: 8182092450, 2009.
3. Computer Ek Parichay, V. K. Jain and S Publishers, ISBN-10: 9381448426, 2009.
4. Fundamentals of computer Peter Norton, McGraw-Hill Inc, ISBN-10:0028043375, 1997.
5. Fundamentals of computers, 4th Edition (Paperback) By V. Rajaraman, PHI, ISBN-10:8120340116, 2010.
6. Office XP: The Complete Reference, Julia Kelly, Mc. Graw Hill Education, ISBN-10:0070447233, 2001.
7. Exploring Microsoft Office XP, I. Breeden, Bpb Publicatons, ISBN-10:8176564486, 2005.

If the course is available as Generic Elective then the students of following departments may opt it. Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
Seminar On Research Project Report	
5) ESE	75
Total:	**100**

Prerequisites for the course: Command over English and Hindi

Course Learning Outcomes: On completion of this course:
CO1. Students will have knowledge of Software and Operating System
CO2. Students will be skilled on basics of Computer.
CO3. Students will be skilled on production of Document, creation, manipulation and storage of Chart and Slide Show Package.
CO4. Students will develop the skills on MS office.
CO5. Students can able to work on various software.

IIMTU-NEP IMPLEMENTATION
Year: I / Semester: I

Programme: UG	Year : I
Class: BA(JMC)	Semester : I
Credits : 4 Theory : 4 Practical : 0	Subject: DEVELOPMENT COMMUNICATION
Course Code: BAJMC-115	Title: DEVELOPMENT COMMUNICATION
Course Objectives: On completion of the course, students should be able: 1. To understand the basics concept of Development Communication. 2. To understand the use of Media for Development. 3. To know different Development Coverage in India. 4. To teach the tools and techniques of Development Communication. 5. To create awareness campaign on development issues.	
Nature of Paper: Core/DSE/SEC/GE/AECC: DSE	
Minimum Passing Marks/Credits: 40% Marks / 4 Credits	
L: 4 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)	

Unit	Contents	No. of Lectures
I	Development Communication: Concept, Evolution, Historical Perspective Debates Models of Development: Capitalist Model, Neo-Liberal Model, Socialist Model Alternative Models of Development Development and Marginal Communication Areas of Development	10-12
II	Use of Media in Development Communication Mass Media And Modernization Prominent Theoreticians: Daniel Lerner, Everett Rogers, Wilbur Schramm Media and National Development Experiences From Developing Countries with Special Emphasis on India	10-12
III	Development Coverage in India: Print, Electronics and New Media Role of Government Other Agencies in Development Communication Role of Government Agencies in Development Communication	10-12
IV	Developing Countries: Goals, Characteristics Concept of Participatory Development Communication Indicators of Developments MDG's And SDG's Hurdles And Prospects in Development Communication	10-12

V	Rural Communication, Concepts and Meaning	10-12
	Media and Rural Communication	
	Women, Child, Health & Family Structure and Problems in India	
	Writing For Development Communication	
	Use of Traditional Media and New Media in Development Communication	

Reference / Text Books:
1. Sachar Avomvikas, Dr. B.R. Gupta. Vishvavidyalaya Prakashan Varanasi
2. Mass Communication In India, Kewal J. Kumar. Jaico Publication.
3. Learner D, Passing Of Traditional Society
4. Vikas Patrakarita, Radhe Shyam Sharma

If the course is available as Generic Elective then the students of following departments may opt it
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over English and Hindi

Course Learning Outcomes: On completion of this course:
CO1. Students will have the basics understanding about Development Communication.
CO2. Students will be able to use of Media in Development Communication.
CO3. Students will have different Development Coverage in India.
CO4. Students will have practical knowledge about the tools and techniques of Development
        Communication.
CO5. Students will be able to create media awareness campaign on development issues

IIMTU-NEP IMPLEMENTATION
Year: I / Semester: I

Programme: UG	Year : I
Class: BA(JMC)	Semester : I
Credits : 4 **Theory : 4** **Practical : 0**	**Subject: BUSINESS JOURNALISM**
Course Code: **BAJMC-116**	**Title: BUSINESS JOURNALISM**

Course Objectives: On completion of the course, students should be able:
1. To understand about Concept, definition and characteristics of Business News.
2. To know the Indian financial system.
3. To learn various revenue and industrial system of India.
4. To know the skills and techniques of business news reporting.
5. To acquire the skills as a business journalist.

Nature of Paper: Core/DSE/SEC/GE/AECC: DSE

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L: 4
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1Credit(4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures
I	Concept, definition and characteristics of News. Sources of News and nurturing of the sources- News agenesis, syndicate, etc. Reporting techniques of business news Various formats of writing on business journalism Art of interviews and bytes.	10-12
II	Financial systems of India stake holders, Banding System, Market Players of the country Industry and Taxation system Share Market and its details Macro and Micro economics of the Country	10-12
III	Company Act, Startup, Merger, Sale and purchase Conducting Business in the country GST and other system, Import and Export Industrial policies and their implications	10-12
IV	Nature of business news Language, syntax and structure of news General principles of News Write-up Editorial write-up for business journalism News Agencies in the field of business journalism	10-12
V	Concept of editing importance of editing Editing principles, techniques and precautions	10-12

| | Tools of Editing: Annual Reports, Press Release etc | |
| | Writing five editorials on business journalism | |

Reference / Text Books:
1. Manoj kumar Singh *The Reporting.* (Mohit Publications)
2. Dr. Ambrish Saxena *Fundamentals of Reporting & Editing* (Kanishka Publication Delhi)
3. T. K. Ganesh, News *Reporting & Editing in Digital Age (*Gnosis Publishers Delhi)
4. Manoj Kumar Singh*, Making of News* (Mohit Publications, New Delhi.)
5. B. S. Goyal *Principles and Practice of News writing* (Shree Publishers & distributers New Delhi)

If the course is available as Generic Elective, then the students of following departments may opt it.
1. Business Management
2. Commerce and Accounts
3. Art and Humanities

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:

CO1. Students will have understanding about Concept, definition and characteristics of Business News.

CO2. Students will have knowledge about the Indian financial system.

CO3. Students will have knowledge about various revenue and industrial system of India.

CO4. Students will be able to work as business reporter.

CO5. Students will acquire the skills as a business journalist.

IIMTU-NEP IMPLEMENTATION
Year: I / Semester: I

Programme: UG	**Year : I**
Class: BA (JMC)	**Semester : I**
Credits : 3 **Theory : 0** **Practical : 3**	**Subject: Computer for Mass Media**
Course Code: BAJMC-117P	**Title: Computer for Mass Media**

Course Objectives: On completion of the course, students should be able:
1. To know about the basic concept of computers and applied in the field of journalism.
2. To make them practice typing of Hindi and English.
3. To learn all about the operating system of computer.
4. To teach the working tools on internet.
5. To develop skill on MS office (Word, Excel and PowerPoint).

Nature of Paper: Core/DSE/SEC/GE/AECC: Core Practical

Minimum Passing Marks/Credits: 50% Marks / 3 Credits

L:
T:
P: 6 (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures
I	Fundamental of Computer-History of Computer. Hardware and Software	8-10
II	MS Word. Interface, Mail Merge, Basics of MS Word. Typing Hindi and English	8-10
III	MS Excel and Power Point Presentation	8-10
IV	Interface, Operating of MS Excel. Preparing Power Point Presentation	8-10
V	Internet. History of Internet. Surfing, Content Searching, Finding Authentic Sources of Content	8-10

Reference / Text Books:
NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Presentations /Seminar	10
2) Assignments	10
3) Research Project Report	5
4) Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Basic knowledge of computer and software

Course Learning Outcomes: On completion of this course, students will be able to:
CO1. Students will have understanding computers applied in the field of journalism.
CO2. Students will able to type in both Hindi and English language.
CO3. Students will have practical knowledge about the operating systems.
CO4. Students will able to use internet.
CO5. Students will develop skill on MS office (Word, Excel and Power Point).

IIMTU-NEP IMPLEMENTATION
Year: I / Semester: I

Programme: UG **Class: BA(JMC)**	**Year : I** **Semester : I**
Credits : NC **Theory : 0** **Practical : 0**	**Subject: Industrial Visits/Seminar or** **Presentation based on the Reports of visits**
Course Code: **NECC-111**	**Title: Industrial Visits/Seminar or** **Presentation based on the Reports of visits**

Course Objectives: On completion of the course, students should be able:
1. To provide students with an opportunity to gain a better understanding of the industry and the challenges faced by it.
2. To provide students with an opportunity to network with industry professionals and gain insights into the industry.
3. To teach social interaction and networking with professionals.
4. To improved communication and interpersonal skills of students.
5. To develop the skills required to succeed in the industry.

Nature of Paper: Core/DSE/SEC/GE/AECC: SEC

Minimum Passing Marks/Credits: 50% Marks

L:
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	Seminars and industrial trips are excellent ways to develop student's skills. They offer a chance to educate oneself on the most recent methods and technologies employed in the sector. Students can have a better understanding of the workplace and the difficulties faced by the business by visiting a company or factory. Students can learn more about the industry and the difficulties it faces by attending seminars and giving presentations based on reports of trips. This can assist them in acquiring the abilities needed to excel in the field. Assessment shall be activities and the viva based and it will carry 25 Marks. The assessment will be done by Internal Examiners.	

Reference / Text Books: NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report/Seminar On Research Project Report	

5) ESE	
Total:	25

Prerequisites for the course: Basic knowledge of computer and software

Course Learning Outcomes: On completion of this course:

CO1. Students' knowledge will be improved about the industrial environment and the processes.

CO2. After this course students will be able to identify and analyze problems in the industrial environment.

CO3. Student would be able to work in teams and collaborate with colleagues.

CO4. Students will have qualities of critically and creatively analysis.

CO5. Students will develop the skills required to succeed in the industry.

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : I

Programme: UG Class: BA(JMC)	Year : I Semester : I
Credits : NC **Theory : 0** **Practical : 0**	**Subject: University Social Responsibility (USR)**
Course Code: **NECC-112**	**Title: University Social Responsibility (USR)**

Course Objectives: On completion of the course, students should be able :
1. To provide students with an understanding of the concept of social responsibility and its importance in the modern world.
2. To equip students with the skills and knowledge necessary to effectively engage in community outreach activities.
3. To develop students' understanding of the various forms of community outreach and their potential impact on society.
4. To provide students with the opportunity to develop their leadership and communication skills through community outreach activities.
5. To encourage students to develop their own community outreach projects and initiatives

Nature of Paper: Core/DSE/SEC/GE/AECC: SEC

Minimum Passing Marks/Credits: 50% Marks

L:
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	Students who complete this course will have a better knowledge of the University Social Responsibility (USR) and its significance in the contemporary world. In addition to learn how to utilize USR as a tool for improving their skills and knowledge, students will also learn how to establish and implement USR programmes in their local communities. The course will address subjects such as the origin and growth of USR, the functions of academic institutions within USR, the value of community involvement, and the effects of USR on the neighborhood. Additionally, students will learn how to create and carry out USR initiatives in their neighborhood and how to utilize USR as a tool to advance their knowledge and skills. Assessment shall be activities and the viva based and it will carry 25 Marks. The assessment will be done by Internal Examiners.	

Reference / Text Books: NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
Seminar On Research Project Report	
5) ESE	
Total:	25
Prerequisites for the course: Basic knowledge of computer and software	
Course Learning Outcomes: On completion of this course:	

CO1. Students will have the understanding about social responsibility and its importance in the community.

CO2. Students will have knowledge of various forms of community outreach activities and their impact on the community.

CO3. Students will have skills that necessary to effectively plan, implement, and evaluate community outreach initiatives.

CO4. Students will have understanding of the importance of diversity and inclusion in community outreach.

CO5. Students will encourage students to develop their own community outreach projects and initiatives

IIMTU-NEP IMPLEMENTATION
Year: I / Semester: I

Programme: UG	Year : I
Class: BA(JMC)	Semester : I
Credits : NC Theory : 0 Practical : 0	Subject: Sports
Course Code: SPT-111	Title: Sports

Course Objectives: On completion of the course, students should be able:
1. To promote physical fitness and health.
2. To develop teamwork and social skills.
3. To foster senses of fair play and respect for rules.
4. To provide enjoyment and a sense of accomplishment.
5. To promote sportsmanship and camaraderie.

Nature of Paper: Core/DSE/SEC/GE/AECC: SEC

Minimum Passing Marks/Credits: 50% Marks

L:
T:
P: 2 (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	The psychological aspects of sport, such as motivation, goal-setting, and performance improvement, will be covered in this course. Sport-related physical exercise helps the students to maintaining a healthy weight, building strong bones and muscles, and lowering their risk of contracting chronic illnesses including heart disease, diabetes, and some types of cancer. Sport can aid pupils in reducing stress, boosting confidence, and creating a positive self-image. Additionally, it can aid in the development of social abilities like cooperation, communication, and problem-solving. Students who play sports can improve their leadership abilities, including communication, goal-setting, and decision-making. Their future careers will benefit from these talents. Assessment shall be activities and the viva based and it will carry 50 Marks. The assessment will be done by Internal Examiners.	

Reference / Text Books: NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	20
2) Presentations /Seminar	20
3) Assignments	10
4) Research Project Report	
Seminar On Research Project Report	
5) ESE	
Total:	50
Prerequisites for the course: Basic knowledge of computer and software	
Course Learning Outcomes: On completion of this course: CO1. Student physical and mental health will be imported. CO2. Student will have social skills, such as teamwork, communication, and problem-solving. CO3. Students will foster a sense of fair play and respect for rules. CO4. Students will be able to manage stress, build self-confidence, and develop a positive self-image. CO5. Students will have leadership skills, such as decision-making, goal-setting, and communication.	

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : II

Programme: UG	**Year : I**
Class: BA(JMC)	**Semester: II**
Credits : 4 **Theory : 4** **Practical : 0**	**Subject: INTRODUCTION TO COMMUNICATION**
Course Code: **BAJMC-121**	**Title: INTRODUCTION TO COMMUNICATION**
**Course Objectives:** On completion of the course, students should be able:

Course Objectives: On completion of the course, students should be able:
1. To understand the role and importance of communication in society.
2. To inculcate the knowledge of Communication models.
3. To develop the understanding about Media Theories.
4. To develop the practical relevancy of Media theories.
5. To introduce themselves to the theories of Communication.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L:4
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures
I	Communication concept elements and process Defining meaning and scope of communication Types of communication Barriers to communication Function of communication	10-12
II	Models of Mass Communication Aristotle's model, Lasswell model Shanon and Weaver model, Osgood's model	10-12
III	Theories of Communication Dependency Theory, cultivation theory Agenda Setting Theory, Use and Gratification Theory Hypodermic Needle Theory Limited Effects Theory	10-12
IV	Media Theories Four theories, Press Interactive Theory: One Step Flow Two Step Flow (Opinion Leaders) Multi Step Flow	10-12
V	Relevance of communication theories to practice-Persuasion Perception Diffusion of Innovations Social Learning	10-12

	Participatory Communication	

Reference / Text Books:
1. Dennis, Mcquail, Mass Communication Theory, Sage Publication, New Delhi.
2. Schramm, W. & Roberts, D. F., The Process and Effects of Mass Communication, Urbana, IL: University of Illinois Press.
3. Rayudu C.S., Communication ,Himalaya Publishing House, Mumbai
4. Joshi, P.C., Communication & Nation – Building – Perspective and Policy, Publication Division, New Delhi.
5. Malhan P.N., Communication Media, Yesterday, Today and Tomorrow, Publication Division, New Delhi.
6. Agee, Warren K., Ault Philip H., Introduction to Mass Communication, Oxford & IBH Publishing Company, New Delhi

If the course is available as Generic Elective then the students of following departments may opt it.
Not Applicable

<table>
<tr><th colspan="2">Evaluation/Assessment Methodology</th></tr>
<tr><td></td><td>**Max. Marks**</td></tr>
<tr><td>1) Class tasks/ Sessional Examination</td><td>10</td></tr>
<tr><td>2) Presentations /Seminar</td><td>10</td></tr>
<tr><td>3) Assignments</td><td>5</td></tr>
<tr><td>4) Research Project Report
Seminar On Research Project Report</td><td></td></tr>
<tr><td>5) ESE</td><td>75</td></tr>
<tr><td>**Total:**</td><td>100</td></tr>
</table>

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1. Students would be able to introduce themselves to the theories of Communication.
CO2. Students would be able to inculcate the knowledge of Communication models.
CO3. Students will have the knowledge about Media Theories.
CO4. Students will develop the practical relevancy of Media theories.
CO5. Students would be able to acquaint themselves with the various types of Communication.

IIMTU-NEP IMPLEMENTATION
Year: I / Semester: II

Programme: UG	**Year : I**
Class: BA(JMC)	**Semester: II**
Credits : 4 **Theory : 4** **Practical : 0**	**Subject: INTRODUCTION TO PRINT MEDIA**
Course Code: **BAJMC-122**	**Title: INTRODUCTION TO PRINT MEDIA**

Course Objectives: On completion of the course, students should be able:
1. To understand the working pattern of various print media platforms
2. To familiarize the students with the various writing formats of print media.
3. To create understanding of print media content.
4. To develop the knowledge of news agency.
5. To be able to create pagination of newspaper.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L:4
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures
I	Writing a News for various periodical Newspapers (Daily, Weekly, Fortnightly, Monthly) Elements of News Writing Writing a Photo caption for a News paper Writing an Editorial, Article and Feature for a newspaper Writing news stories for different beats	10-12
II	Style-sheet of a Newspaper Pagination of a Newspaper Vocabulary for writing news in a News paper Editorial policy of a Newspaper Opinion Writing	10-12
III	Difference between writing for a Newspaper and Magazines Various types of Magazines and their writing styles (Lifestyle, developmental magazines, etc.) Writing a Travelogue Data Journalism Writing for a Magazine	10-12
IV	Concept of News agency Indian news agencies Foreign news agencies Writing for news agencies Difference between writing for news agencies & other forms of writing	10-12

V	Concept of book editing	10-12
	Text books	
	Supplementary books	
	Concept of book publishing	
	Online book publishing	

Reference / Text Books:
1. History of Journalismin India-J. Natrajan
2. Press-M. Chalapati Rao
3. Press Commission Report- Publication Division Govt. of India
4. Journalism in India: From the Earliest Times to the Present Day, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1989
5. Journalism in India, Rangaswami Parthasarthy, Sterling Publishers, New Delhi,1997
6. Modern History of Indian Press, Sunit Ghosh, Cosmo Publications, New Delhi,1998
7. News Agencies: From Pigeonto In ternet, K M Shrivastava, New Dawn Press, New Delhi, 2007
8. PTI Style Book Modern Journalism: Reporting and Writing, Diwakar Sharma, Deep and Deep Publications, New Delhi.
9. Feature Writing for Journalists, Sharon Wheeler, Routledge, New York.

If the course is available as Generic Elective, then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over English

Course Learning Outcomes: On completion of this course:
CO1. Students will familiarized with the working pattern of various print media platforms.
CO2. Students will have understanding about the various writing formats of print media.
CO3. Students will have the knowledge of book editing.
CO4. Students will have skills students to creating various print media content.
CO5. Students will able to create pagination of newspaper.

IIMTU-NEP IMPLEMENTATION
Year: I / Semester: II

Programme: UG	**Year : I**
Class: BA(JMC)	**Semester: II**
Credits : 3	**Subject: COMMUNICATIVE ENGLISH**
Theory : 3	
Practical : 0	
Course Code:	**Title: COMMUNICATIVE ENGLISH**
BAJMC-123	

Course Objectives: On completion of the course, students should be able:
1. To create linguistic skills in students.
2. To know about advanced vocabulary for effective English communication.
3. To learn about the Listening, Speaking, Reading & Writing Skills.
4. To inculcate the knowledge of compositional and comprehension skills.
5. To develop the knowledge of various forms of English literature.

Nature of Paper: Core/DSE/SEC/GE/AECC: AECC

Minimum Passing Marks/Credits: 40% Marks / 3 Credits

L: 3
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures
I	Tenses: Simple, Present, Progressive, Future (All Types) Clauses: Noun Clauses, Adjective Clauses, Adverbial Clauses Models and use of Shall, Should, Will. Reported Speech- Would, May, Might, Can, Could, etc Voice-Active and Passive Voice Narration direct & Indirect	8-10
II	Diminutives and Derivatives, Word foundation Jargons of registers. Compound Words, Words Of tenmis-Spelt and Misused. Idioms, Proverbs. Antonyms, Synonyms, Homonyms, Acronyms One-Word Substitutes	8-10
III	Close Reading, Comprehension Summary Paraphrasing Analysis and Interpretation Translation (from Indian language to English and vice-versa) Technical terminology in the field of Sports, Finance, Economics, IT, Science, Agriculture, Politics, Law and Culture	8-10
IV	Focus on Listening, Speaking, Reading & Writing Skills (LSRW) note making and note taking skills Essay Writing Report writing Correction of Common Errors Rewriting Sentences as Directed	8-10

V	Introduction to various form of English Literature Definition and types of Prose, Poetry, Drama and Fiction Speaking Skills and Presentation: Presentation Design and Delivery Monologue Dialogue, Group Discussion and Figures of Speech Short Stories of eminent Indian authors	8-10

Reference / Text Books:
1. Ferdin and de Saussure: Course in General Linguistics. Bloomsbury Publishing
2. Franklin Thanmbi Jose. S: A Handbook of Linguistics. Edu-creation Publishing
3. Peter Roach: English Phonetics and Phonology- A Practical Course 4th Edition.
4. Daniel Jones: Cambridge English Pronouncing Dictionary 17th Edition. Cambridge University Press
5. The Essence of Effective Communication, Lud low and Panthon; Prentice Hall of India.
6. A Practical English Grammar by Thomson and Marlinet.
7. Spoken English by V Sasi kumar and P V Dhamija; Tata Mc. Graw Hill.
8. Developing Communication Skills by Krishna Mohan and Meera Banerji; Mac Millan India Ltd., Delhi
9. Business Correspondence and Report Writing by R C Sharma and Krishna Mohan; Tata Mc. Graw Hill Publishing Company Ltd. New Delhi.

If the course is available as Generic Elective then the students of following departments may opt it. Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	**100**

Prerequisites for the course: Command over English and Hindi

Course Learning Outcomes: On completion of this course:
CO1. Students will able to use linguistic skills creatively.
CO2. Students will get knowledge about advanced English vocabulary for effective communication.
CO3. Students will to learn about the Listening, Speaking, Reading & Writing Skills.
CO4. Students will have the knowledge about English compositional and comprehension skills.
CO5. Students would have the knowledge of various forms of English literature.

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : II

Programme: UG Class: BA(JMC)	Year : I Semester: II
Credits : 2 Theory : 2 Practical : 0	Subject: COMMUNICATION SKILLS
Course Code: BAJMC-124	Title: COMMUNICATION SKILLS

Course Objectives: On completion of the course, students should be able:
1. To impart knowledge about the elements of effective communication skills.
2. To create understanding of impactful writing.
3. To understand the significance of speech communication.
4. To inculcate the knowledge of communication skills.
5. To know about communicative manner and Etiquettes.

Nature of Paper: Core/DSE/SEC/GE/AECC: SEC

Minimum Passing Marks/Credits: 40% Marks / 2 Credits

L: 2
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures
I	Need for Effective communication, Language & communication Verbal communication Non-verbal communication Improving Writing skills Essentials of good Writing styles expressions & words to be avoided	6-8
II	Listening Types of listening Listening skills Barriers of effective listening Reading Skills : Purpose & Types, Techniques for Effective reading	6-8
III	Oral Presentation Public Speaking Skills Reading Skills: Purpose, Audience, locale, Steps in making presentation Research and planning- Structure & style Technology based communication, Writing emails, Power Point Presentation	6-8
IV	Content of good resume Guidelines for writing resume Types of resume Cover letters–Formats Different types of Cover letter	6-8

V	Importance Job Interview Characteristics of Job Interview Interview Process Techniques-Manners and Etiquettes Common questions during interview	6-8

Reference / Text Books:
1. Rayudu C.S., Communication, Himalaya Publishing House.
2. Effective communication skills by John Neilson.
3. Handbook of communication and social interaction skills by John O. Greene, Brant Burleson.
4. Improve your communication skills by Alan Barker, Kogan Page Publisher.
5. Aggarwal Virbala, Gupta V. S., Handbook of Mass communication & Journalism, Concept publishing company.

If the course is available as Generic Elective then the students of following departments may opt it. Not Applicable

Evaluation/Assessment Methodolog	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over English and Hindi

Course Learning Outcomes: On completion of this course:

CO1.   Students will have ability of good listener as a communicator.
CO2.   Students will have public relations skills.
CO3.   Students will have good public communication skills.
CO4.   Students will be able to express own thoughts and feeling in an interview with confidence as a interviewee or interviewer both.
CO5.   Students will know about communicative manner and Etiquettes.

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : II

Programme: UG Class: BA(JMC)	Year : I Semester: II	
Credits : 4 Theory : 4 Practical : 0	**Subject: INTRODUCTION TO ADVERTISING**	
Course Code: BAJMC-125	**Title: INTRODUCTION TO ADVERTISING**	
Course Objectives: On completion of the course, students should be able: 1. To understand the basic concepts of advertising. 2. To evaluate the role of advertising in economy of media. 3. To know how to create advertise for products and services. 4. To acquire the skills of advertising of products and services. 5. To encourage students for self-employment in the field of advertising.		
Nature of Paper: Core/DSE/SEC/GE/AECC: DSE		
Minimum Passing Marks/Credits: 40% Marks / 4 Credits		
L: 4 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		

Unit	Contents	No. of Lectures
I	Advertising: Concepts, Definitions, Needs Development of Advertising in India and World Importance And Role of Advertising in Media Trends in Advertising Basic Principles and Vocabulary	10-12
II	Product Advertising Market Segmentation Sales Promotion Identification of Target Consumer Market Trends	10-12
III	Advertising Campaign Campaign Planning Brands Image, Positioning Advertising Strategies Types of Advertising, General Objectives, Slogans and Appeals	10-12
IV	Advertising Agencies, Growth and Development Structure And Function Media Selection, Print, Audio Visual, Digital Design, Budget, Client Relations Advertising Copy Writing, Testing: Pre and Post Testing	10-12

V	Media Research for Advertising Planning and executions, market research Advertising and Society Branding the Product Advertising Ethics	10-12

Reference / Text Books:
1. Chunawalla S A & Sethia K C, foundations of Advertising Theory and practice, publisher-Himalaya Publishing House, Delhi, 2000.
2. Chunawalla S A other advertising theory and practice, publisher-Himalaya publishing house, Delhi, 2009.
3. Batra Rajeev & other, advertising management (fifth edition), Publisher-prentice hall of India, New Delhi, 2000.

If the course is available as Generic Elective then the students of following departments may opt it. Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over English and Hindi

Course Learning Outcomes: On completion of this course:
CO1. Students will have the basic understanding about advertising.
CO2. Student will able to evaluate the role of advertising in economy of media.
CO3. Students will have skills of creating advertise for products and services.
CO4. Students will acquired the skills of advertising of products and services.
CO5. Students will excited and well encouraged for self-employment in the field of advertising.

Programme: UG		**Year : I**
Class: BA(JMC)		**Semester: II**
Credits : 4	**Subject: INTRODUCTION TO ECONOMICS**	
Theory : 4		
Practical : 0		
Course Code:	**Title: INTRODUCTION TO ECONOMICS**	
BAJMC-126		
Course Objectives: On completion of the course, students should be able: 1. To understand the basic concepts of economic development and its different aspects. 2. To evaluate the various strategies of development. 3. To know the role and work of national and international organizations such as UNO, WHO, IMF etc. 4. To know the role of education in human resource development. 5. To develop the sense of unity in cultural diversity.		
Nature of Paper: Core/DSE/SEC/GE/AECC: DSC		
Minimum Passing Marks/Credits: 40% Marks / 4 Credits		
L: 4 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		

Unit	Contents	No. of Lectures
I	Economic development: concept and general perspective Common characteristics of under development India as a developing economy and its international standing Developing countries Problems.	10-12
II	Strategies of development Balanced vs unbalanced growth strategy Wage Goods strategy; basic-needs strategy; heavy import substitution strategy; exported growth strategy. Developmental issues of backward regions of world Issue of Economic Recession & globalization	10-12
III	Capital accumulation as a factor in economic growth Role of education in economic development Population and economic development (the two-way relationship) GDP and Economic development, development with human face and Human Development Index (HDI), Gender Development Index (GDI) IGG (Inclusive Green Growth)	10-12
IV	Concept and Aspects of human development Role of education, health and well-being in achieving equality social and gender Poverty and inequality of income distribution (with special reference to India) and developing words	10-12

		Role of United Nations, World Bank, IMF and other International bodies such as SAARC, G-20, Common wealth of countries in economic development Problems associated with associated global warming, Climate Change, Water, Energy and approaches towards their solution with respect to SDGs (Sustainable Development Goals of United Nations).	
V		Rural economy and agri, culture sector Role of Start-ups and entrepreneurship, innovations, Research and Development (R&D) in relation to knowledge economy Changes in the sectoral distribution of national income, per capita income and labour force since independence Assessment of the Indian developing countries growth experience with respect to these. Issues of developing countries, Least Developed Countries (LDCs)	10-12

Reference / Text Books:
1. Development Economics, Water Elkan, Pengin Books Londa, 1973
2. Globalization and Indian Economy (Ed.), D. G. Girdhari, Aprati Media, 2002
3. India's Second Revolution, The Dimension of Development, Lawrance A, Mc. Grow Hill, Newyork.

If the course is available as Generic Elective, then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	**100**

Prerequisites for the course: Command over English and Hindi

Course Learning Outcomes: On completion of this course:
CO1. Students will have the basic understanding about economic development and different aspects.
CO2. Students will able to evaluate the various strategies of development.
CO3. Students will have critical understanding about the role and work of national and international organizations such as UNO, WHO, IMF etc.
CO4. Students will be able to evaluate the importance of education in human resource development.
CO5. Students will have the sense of unity in cultural diversity.

IIMTU-NEP IMPLEMENTATION
Year: I / Semester: II

Programme: UG **Class: BA(JMC)**	**Year: I** **Semester: II**
Credits : 3 **Theory : 0** **Practical : 3**	**Subject: Media Related Software**
Course Code: **BAJMC-125P**	**Title: Media Related Software**

Course Objectives: On completion of the course, students should be able:
1. To understand about basics of editing softwares.
2. To have in-hand practice of media software such as Photoshop, Quark X Press etc.
3. To work efficiently on print, electronic and radio software (Sound Forge, Adobe Premier Pro, Coral Draw).
4. To have skills of digital creative content.
5. To acquire the skills of VFX & Motion Graphic editing.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core Practical

Minimum Passing Marks/Credits: 50% Marks / 3 Credits

L:
T:
P: 6 (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures
I	Software related to Print Media : Adobe PageMaker, Coral Draw	8-10
II	Photoshop, Quark X Press, In Design	8-10
III	Audio-Visual Software : Sound Forge, Adobe premiere Pro	8-10
IV	VFX Software (Visual Effect Software / Motion Graphic Software)	8-10

Reference / Text Books: NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Presentations /Seminar	10
2) Assignments	10
3) Research Project Report / Seminar On Research Project Report	5
4) ESE	75
Total:	100

Prerequisites for the course: Basic knowledge of computer

Course Learning Outcomes: On completion of this course:
CO1. Students will have understanding on basics of editing software's.
CO2. Students will have in-hand practice of media software such as Photoshop, Quark X Press etc.
CO3. Students will work efficiently on print, electronic and radio software (Sound Forge, Adobe Premier Pro, Coral Draw).
CO4. Students will have skills of digital creative content.
CO5. Students will acquired the skills of VFX & Motion Graphic editing.

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : II

Programme: UG	Year : I
Class: BA(JMC)	Semester: II
Credits : NC **Theory : 0** **Practical : 0**	**Subject: Industrial Visits/Seminar or Presentation based on the Reports of visits**
Course Code: **NECC-121**	**Title: Industrial Visits/Seminar or Presentation based on the Reports of visits**

Course Objectives: On completion of the course, students should be able:
1. To provide students with an opportunity to gain a better understanding of the industry and the challenges faced by it.
2. To provide students with an opportunity to network with industry professionals and gain insights into the industry.
3. To teach social interaction and networking with professionals.
4. To improved communication and interpersonal skills of students.
5. To develop the skills required to succeed in the industry.

Nature of Paper: Core/DSE/SEC/GE/AECC: SEC

Minimum Passing Marks/Credits: 50% Marks

L:
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	Seminars and industrial trips are excellent ways to develop student's skills. They offer a chance to educate oneself on the most recent methods and technologies employed in the sector. Students can have a better understanding of the workplace and the difficulties faced by the business by visiting a company or factory. Students can learn more about the industry and the difficulties it faces by attending seminars and giving presentations based on reports of trips. This can assist them in acquiring the abilities needed to excel in the field. Assessment shall be activities and the viva based and it will carry 25 Marks. The assessment will be done by Internal Examiners.	

Reference / Text Books: NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report/Seminar On Research Project Report	

5) ESE	
Total:	25

Prerequisites for the course: Basic knowledge of computer and software

Course Learning Outcomes: On completion of this course:

CO1. Students' knowledge will be improved about the industrial environment and the processes.
CO2. After this course students will be able to identify and analyze problems in the industrial environment.
CO3. Student would be able to work in teams and collaborate with colleagues.
CO4. Students will have qualities of critically and creatively analysis.
CO5. Students will develop the skills required to succeed in the industry.

IIMTU-NEP IMPLEMENTATION
Year: I / Semester: II

Programme: UG **Class: BA(JMC)**	**Year : I** **Semester: II**
Credits : NC **Theory : 0** **Practical : 0**	**Subject: University Social Responsibility (USR)**
Course Code: **NECC-122**	**Title: University Social Responsibility (USR)**

Course Objectives: On completion of the course, students should be able:
1. To provide students with an understanding of the concept of social responsibility and its importance in the modern world.
2. To equip students with the skills and knowledge necessary to effectively engage in community outreach activities.
3. To develop students' understanding of the various forms of community outreach and their potential impact on society.
4. To provide students with the opportunity to develop their leadership and communication skills through community outreach activities.
5. To encourage students to develop their own community outreach projects and initiatives.

Nature of Paper: Core/DSE/SEC/GE/AECC: SEC

Minimum Passing Marks/Credits: 50% Marks

L:
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	Students who complete this course will have a better knowledge of the University Social Responsibility (USR) and its significance in the contemporary world. In addition to learn how to utilize USR as a tool for improving their skills and knowledge, students will also learn how to establish and implement USR programmes in their local communities. The course will address subjects such as the origin and growth of USR, the functions of academic institutions within USR, the value of community involvement, and the effects of USR on the neighborhood. Additionally, students will learn how to create and carry out USR initiatives in their neighborhood and how to utilize USR as a tool to advance their knowledge and skills. Assessment shall be activities and the viva based and it will carry 25 Marks. The assessment will be done by Internal Examiners.	

Reference / Text Books: NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
Seminar On Research Project Report	
5) ESE	
Total:	25

Prerequisites for the course: Basic knowledge of computer and software

Course Learning Outcomes: On completion of this course:

CO1. Students will have the understanding about social responsibility and its importance in the community.

CO2. Students will have knowledge of various forms of community outreach activities and their impact on the community.

CO3. Students will have skills that necessary to effectively plan, implement, and evaluate community outreach initiatives.

CO4. Students will have understanding of the importance of diversity and inclusion in community outreach.

CO5. Students will encourage students to develop their own community outreach projects and initiatives.

IIMTU-NEP IMPLEMENTATION
Year: I / Semester: II

Programme: UG Class: BA(JMC)	Year : I Semester: II
Credits : 2 Theory : 2 Practical : 0	Subject: Moocs/Swayam/ NPTEL (Optional)
Course Code: NECC-124	Title: Moocs/Swayam/ NPTEL (Optional)
**Course Objectives:** On completion of the course, students should be able: 1. To gain extra knowledge with regular courses. 2. To help students develop their problem-solving skills. 3. To develop students develop their critical thinking skills 4. To enhancing digital literacy among students. 5. To develop the learning aptitude for new courses and programmes.
**Nature of Paper: Core/DSE/SEC/GE/AECC: SEC**
**Minimum Passing Marks/Credits: 50% Marks / 2 Credits**
L: T: P: 2 (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	In order to improve skills and maintain competitiveness in the job market, online courses like Moocs and Swayam are becoming more and more crucial. As technology has developed, more and more organizations are seeking candidates who can use the newest tools and technologies. It is possible to swiftly and conveniently learn these abilities through online courses. Students can acquire the knowledge and skills necessary to thrive in their chosen fields by enrolling in online courses with their regular programme. Students can learn important industry knowledge and develop contacts that will aid them in their career by enrolling in courses with other professionals. Assessment shall be activities and the viva based and it will carry 25 Marks. The assessment will be done by Internal Examiners.	
**Reference / Text Books:** NOT APPLICABLE
If the course is available as Generic Elective then the students of following departments may opt it. NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	20
2) Presentations /Seminar	20
3) Assignments	10
4) Research Project Report	
Seminar On Research Project Report	
5) ESE	
Total:	50

Prerequisites for the course: Basic knowledge of computer and software

Course Learning Outcomes: On completion of this course:

CO1. Student will have skills their problem-solving.

CO2. Student will able critical thinking skills

CO3. Student will be well knowledge of digital technologies.

CO4. Student will have extra knowledge with regular courses.

CO5. Student will develop the learning aptitude for new courses and programmes.

IIMTU-NEP IMPLEMENTATION
Year: I / Semester : II

Programme: UG	**Year : I**
Class: BA(JMC)	**Semester: II**
Credits : NC **Theory : 0** **Practical : 0**	**Subject: Sports**
Course Code: **SPT-121**	**Title: Sports**

Course Objectives: On completion of the course, students should be able:
1. To promote physical fitness and health.
2. To develop teamwork and social skills.
3. To foster a sense of fair plays and respect for rules.
4. To provide enjoyment and a sense of accomplishment.
5. To promote sportsmanship and camaraderie.

Nature of Paper: Core/DSE/SEC/GE/AECC: SEC

Minimum Passing Marks/Credits: 50% Marks

L:
T:
P: 2 (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	The psychological aspects of sport, such as motivation, goal-setting, and performance improvement, will be covered in this course. Sport-related physical exercise helps the students to maintaining a healthy weight, building strong bones and muscles, and lowering their risk of contracting chronic illnesses including heart disease, diabetes, and some types of cancer. Sport can aid pupils in reducing stress, boosting confidence, and creating a positive self-image. Additionally, it can aid in the development of social abilities like cooperation, communication, and problem-solving. Students who play sports can improve their leadership abilities, including communication, goal-setting, and decision-making. Their future careers will benefit from these talents. Assessment shall be activities and the viva based and it will carry 50 Marks. The assessment will be done by Internal Examiners.	

Reference / Text Books: NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	20
2) Presentations /Seminar	20
3) Assignments	10
4) Research Project Report	
Seminar On Research Project Report	
5) ESE	
Total:	50
Prerequisites for the course: Basic knowledge of computer and software	

Course Learning Outcomes: On completion of this course:
CO1. Student physical and mental health will be imported.
CO2. Student will have social skills, such as teamwork, communication, and problem-solving.
CO3. Students will foster a sense of fair play and respect for rules.
CO4. Students will be able to manage stress, build self-confidence, and develop a positive self-image.
CO5. Students will have leadership skills, such as decision-making, goal-setting, and communication.

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : III

Programme: UG	Year: II
Class: BA(JMC)	Semester: III
Credits : 4 Theory : 4 Practical : 0	Subject: NEWS WRITING
Course Code: BAJMC-231	Title: NEWS WRITING
Course Objectives: On completion of the course, students should be able: 1. To understand basics concept of news writing. 2. To understand the theory, methods, and practice of gathering information and writing news. 3. To understand different writing techniques for all formats. 4. To develop the knowledge of web writing. 5. To create the ability of critical differentiation among online writing and other forms of writing.	
Nature of Paper: Core/DSE/SEC/GE/AECC: Core	
Minimum Passing Marks/Credits: 40% Marks / 4 Credits	
L: 4 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)	

Unit	Contents	No. of Lectures
I	Concept & Definitions of News Elements of News News values and dynamics of new values Truth, Objectivity, Diversity, Plurality Social welfare and relevance of facts	10-12
II	News:structure and content, Differences between news writing and other forms of media writing Various types of writing style Headlines: Types, Function and Importance Various techniques of writing headlines	10-12
III	Source of News , cultivation and protection Verification and validation off acts Types of News stories Introduction to writing news Article, Features	10-12
IV	News analysis Backgrounders Writing News based on Interviews Writing News for Newspapers Writing News for Radio, Television	10-12
V	News Writing for web, E-paper Writing for Blog Writing photo captions	10-12

	Writing for social media	
	Comparison of online writing and other forms of writing	

Reference / Text Books:
1. George, A.H. (1990). News Writing, Kanishka Publications.
2. Stein, P. & Burnett (2000), News writer's Handbook: An Introduction to Journalism, Black well Publishing.
3. I tule & Anderson (2002). News Writing and reporting for today's media, Mc. Graw Hill Publication.
4. Harold Evans, 'Newsman's English' William Hainemann Ltd, 1972.
5. M. L. Stein. And Susan F Paterno,' The News Writer's Handbook,' Surjeet Publications, New Delhi, 2003.
6. George A Hough,' News Writing', Kanishka Publishers, New Delhi, 2006.
7. Bruce D. Itule, and Douglas A. Anderson. 'News Writing and Reporting for Today's Media', Mc. Graw Hill, New Delhi, 2003.
8. Julian Harris, Kelly Leiter, Stanley, Johnson, 'The Complete Reporter', Macmillan Publishing Co, New York.

If the course is available as Generic Elective then the students of following departments may opt it. Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
Seminar On Research Project Report	
5) ESE	75
Total:	**100**

Prerequisites for the course: Command over English

Course Learning Outcomes: On completion of this course:
CO1. Students will have the understanding about news writing.
CO2. Students will have knowledge of the theory, methods, and practice of gathering information and writing news.
CO3. Students will able to writing of different formats.
CO4. Students will have the skills for web writing.
CO5. Student will have ability of critical differentiation among online writing and other forms of writing.

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : III

Programme: UG	Year: II
Class: BA(JMC)	Semester: III
Credits : 4 **Theory : 4** **Practical : 0**	**Subject: BASICS OF REPORTING**
Course Code: **BAJMC-232**	**Title: BASICS OF REPORTING**
Course Objectives: On completion of the course, students should be able: 1. To understand the basics of reporting. 2. To develop the general understanding of art-culture, sports and Various types of reporting. 3. To learn reporting beats specific specialization such as civil reporting, environmental reporting, and sports reporting etc. 4. To acquire reporting skills of any field of journalism. 5. To develop the sense of responsibility and ethical morals as a journalist.	
Nature of Paper: Core/DSE/SEC/GE/AECC: Core	
Minimum Passing Marks/Credits: 40% Marks / 4 Credits	
L: 4 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)	

Unit	Contents	No. of Lectures
I	Concept, definitions and elements of Reporting Sources of News, News gathering, Verification and Validation Reporting hierarchy in News Organizations General Interests Cultivation of sources Ethics and laws related to reporting	10-12
II	Reporting Techniques and skills Types of Reporting, Beat Reporting Reporting hierarchy in News Organizations, General Interests Press conference, Press briefing and Meet the press Human interest stories / shard stories	10-12
III	Understanding of Political Trends and Political Parties Conducting Political Interview Legislative Reporting (Parliament, Assembly and Local Bodies) Rural Reporting, Reporting of Autonomous bodies	10-12
IV	How to Report Cultural Events (Drama, Music, Dance etc.) Difference between Cultural Reporting and Review Articles Film Coverage General Introduction of Sports Journalism How to Report Cricket, Football, Hockey, Athletics and Tennis Events.	10-12
V	Basics of Investigative Reporting How to Cover a Crime Incident Analytical Coverage of Crime	10-12

| | Complete Understanding of Rural-Urban Crime Pattern
Court Reporting | |

Reference / Text Books:
1. M. V. Kamath: Professional Journalism; Vikas Publishing, New Delhi.
2. K. M .Srivastava News Reporting and Editing.
3. Lynette Sheridan Burns: Understanding Journalism; Vistaar Publications.
4. Tony Harcup: Journalism: Principles and Practice; Sage.
5. Hereis the News: Reporting for Media, Sterling Publishers.
6. Flemming and Hemming way (2005),An Introduction to journalism, Vistaar Publications.
7. Richard, K. (2000). The Newspaper's Handbook, Rout ledge Publication.
8. Frost, C. (2001). Reporting for Journalists, Rout ledge, London.
9. Natarajan and Chakra borty: Oyvkucatuibs (1995): Defence Reporting in India: The Communication Gap, Trishul Publications.
10. Trikha, N. K, Reporting, Makhanlal Chaturvedi Rashtriya Patrakarita Avam Sanchar Vishwavidyalaya.

If the course is available as Generic Elective then the students of following departments may opt it. Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
5) Seminar On Research Project Report	
6) ESE	75
Total:	100

Prerequisites for the course: Command over English and Hindi

Course Learning Outcomes: On completion of this course:
CO1. Students will be able to understand the basics of reporting.
CO2. Students will be able to develop the general understanding of art-culture, sports and Various types of reporting.
CO3. Student will have specific specialization such as civil reporting, environmental reporting, and sports reporting etc.
CO4. Student will acquired reporting skills of any field of journalism.
CO5. Student will develop the sense of responsibility and ethical morals as a journalist.

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : III

Programme: UG	Year: II
Class: BA(JMC)	Semester: II
Credits : 3 **Theory : 3** **Practical : 0**	**Subject: VALUE EDUCATION**
Course Code: **BAJMC-233**	**Title: VALUE EDUCATION**
Course Objectives: On completion of the course, students should be able to: 1. To acquire the knowledge on Indian values and culture. 2. To explain the role of value education in personality development. 3. To understand the role of value education in nation building 4. To teach usages of media in creating awareness. 5. To develop the sensibility towards Equality, Physically and Mentally Challenges.	
Nature of Paper: Core/DSE/SEC/GE/AECC: AECC	
Minimum Passing Marks/Credits: 40% Marks / 3 Credits	
L: 3 T: P:(In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1Credit(4Hrs./Week=4Credits)	

Unit	Contents	No. of Lectures
I	Meaning and Significance of Value Types of Value, Role of Culture and Tradition in Value Education Value Education in Indian Society Role of Shrimad Bhagwat Geeta in the Indian Values and Culture	8-10
II	Sensitization towards Equality, Physically and Mentally Challenged Respect to persons according the basis of their age, Experience etc. Value Education for Self-Development Self-Analysis and Introspection,	8-10
III	Demographic Character of Indian Society Integrity of India Value Education for Nation Building Respect to Indian constitution and National Values	8-10
IV	Media and Social Values Role of Voluntary Organizations in value education.	8-10
V	Role of Media in creating awareness Role of Various Institutions in inculcating values.	8-10
Reference / Text Books: 1. Chitakra, M.G. :2003: Education and Human Values, New Delhi, APN Publishing Corporation 2. Chakravarthy, S.K.: 1999 : Values and Ethics for Organizations : Theory and Practice, N. Delhi, Oxford University Press		

3. Sachchidan and a, M.K. 1991: Ethics, education, Indian Unity and Culture, Delhi, Ajanta Publications.
4. Goel, Aruna and Goel, S.L. 2004: Human Values and Education, New Delhi, JBA Publisher.

If the course is available as Generic Elective, then the students of following departments may opt it.

Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1. Students will acquired the knowledge on Indian values and culture.
CO2. Students will able to explain the role of value education in personality development.
CO3. Students will have understanding the role of value education in nation building
CO4. Students will have ability of use media for creating awareness.
CO5. Students will developed the sensibility towards Equality, Physically and Mentally Challenges.

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : III

Programme: UG	Year: II	
Class: BA(JMC)	Semester: III	
Credits : 2 Theory : 2 Practical : 0	Subject: COMMUNICATION TECHNOLOGY	
Course Code: BAJMC-234	Title: COMMUNICATION TECHNOLOGY	
Course Objectives: On completion of the course, students should be able: 1. To develop the understanding on communication technology. 2. To get in-hands excises on editing techniques. 3. To understand the concept of convergence of media and its implication. 4. To teach the-create content on various platforms. 5. To get extensive hands-on training in the latest digital audio, video and multi-media technologies.		
Nature of Paper: Core/DSE/SEC/GE/AECC: SEC		
Minimum Passing Marks/Credits: 40% Marks / 2 Credits		
L: 2 T: P (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits		

Unit	Contents	No. of Lectures
I	Concept of technology Growth and development Usage of Communication Technology Adoption of technology Diffusions, Communication, Technology and Society	6-8
II	Old media and new media Convergence of media Implications of convergence Media industry and multi-media Media, communication and technology	6-8
III	Image editing software : Introduction Photoshop: Introduction File Formats, Color Modes, Tools, Layers and filters	6-8
IV	Audio-Video editing software: Introduction Basics of Sound editing software (like Sound Forge) Basics of Video editing software (Adobe Premiere) Sound Forge: Interface, tools and Menus Adobe Premiere: Interface, tools and Menus	6-8
V	Social media and business, social media marketing Developing content for Website, blog contents Developing content for social networking pages Social media content management tools	6-8

Viral content platform and medium	

Reference / Text Books:
1. Andrew Faulkner and Conrad Chavez , Adobe photoshopcc**,** Pearson, 2018.
2. Maximjago, Adobe Premierepro CC, Pearson Education, 2018.
3. Adobe Creative Team, Adobe Premiere Pro CS6, Adobe Press; 1 edition 2012.
4. KogentL earning Solutions Inc, Sound Forge Pro, Dreamtech Press 2010.
5. Rogers M. Everett, Communication Technology : The New Media Society, The Free Press, Collier Macmillan Publisher, London, 1986.
6. Dizard Wilson Jr. Old Media, New Mass Communication in the information Age, 2nd rd. Longman, New York, 1997.
7. Webster Frank, Theories of the information Society Routledge, New York, 1995.

If the course is available as Generic Elective then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over English and Hindi

Course Learning Outcomes: On completion of this course:
CO1. Students will develop the understanding on communication technology.
CO2. Student will have in-hands practice on editing techniques.
CO3. Students will have understanding on the concept of convergence of media and its implication.
CO4. Students will able to the create content on various platforms.
CO5. Students will have extensive hands-on training in the latest digital audio, video and multi-media technologies.

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : III

Programme: UG	Year: II
Class: BA(JMC)	Semester: III
Credits : 4 Theory : 4 Practical : 0	Subject: INTRODUCTION TO SOCIOLOGY
Course Code: BAJMC-235	Title: INTRODUCTION TO SOCIOLOGY
Course Objectives: On completion of the course, students should be able: 1. To discuss on the sociological concepts and theories. 2. To know the different societies and their issues. 3. To learn various emerging trends of Indian culture. 4. To develop the critical approach on social movements. 5. To understand the socio-cultural issues so he/she can work for social welfare.	
Nature of Paper: Core/DSE/SEC/GE/AECC: DSE	
Minimum Passing Marks/Credits: 40% Marks / 4 Credits	
L: 4 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)	

Unit	Contents	No. of Lectures
I	Concept, Definitions of Sociology Importance of Sociology Types of Sociology Relation of Sociology with other Social Sciences Importance of studying Sociology for media students	10-12
II	Group, community. institution, Organization, society, Humanity, Biosphere and their unity and inter-dependence Meaning of family, Kinship, Community Class, caste, Clan, Tribe, Marriage Social reform Social Movements	10-12
III	Concept of Socialization Social stratification Concept, definitions and process of social change Agents of Social Change Understanding of contemporary changes in India	10-12
IV	Characteristics of Indian culture, religion and society India's main social Institutions Population and its growth Cultural imperialism, Consumerism Emerging trends of Indian Culture	10-12
V	Understanding current socio-Cultural issues Polities and society	10-12

	Economy and society	
	Social Movements	
	Inequality in Indian society	

Reference / Text Books:
1. Bauman, Zygmunt. Liquid M odernity.Wiley 2000.
2. Beck Ul rich, Risk Society: Towards A New Modernity, Sage Publications, 1992.
3. Breman Jan. Foot loose Labour: Working in India's Informal Economy (Contemporary South Asia) Cambridge University Press, 1996.
4. Joseph, R. Gusfield. New Social Movements: From Ideology to Identity. Temple University Press. 2009.
5. Pushpesh, Kumar. Quering Indian Sociology A Critical Engagement CAS WORKING PAPERSERIES Centre for the Study of Social Systems Jawaharlal Nehru University.
6. Shah Ghanshyam, Social Movements and the State, Sage, New Delhi, 2002.
7. Surinder, S. Jodhka (ed), Community and Identities, Sage, New Delhi, 2001.
8. T.K. Oommen, Nation, Civil Society and Social Movements, Sage, Delhi, 2004.

If the course is available as Generic Elective then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over English and Hindi

Course Learning Outcomes: On completion of this course:
CO1. Students would be able to discuss on the sociological concept and theories.
CO2. Students will have the knowledge of the different societies and their issues.
CO3. Students will have the knowledge of various emerging trends of Indian culture
CO4. Students will develop the critical approach on social movements
CO5. Students will have understanding and knowledge of socio-cultural issues so he/she can work for social welfare.

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : III

Programme: UG	**Year: II**
Class: BA(JMC)	**Semester: III**
Credits : 4 **Theory : 4** **Practical : 0**	**Subject: PUBLISHING**
Course Code: **BAJMC-236**	**Title: PUBLISHING**
**Course Objectives:** On completion of the course, students should be able: 1. To discuss on the concept, definition, history and scope of publishing. 2. To know about the various Publishing industries in India and world. 3. To learn different techniques of Publishing. 4. To learn about composition of pages. 5. To understand the marketing tools and methods of magazines and other Publications.

Course Objectives: On completion of the course, students should be able:
1. To discuss on the concept, definition, history and scope of publishing.
2. To know about the various Publishing industries in India and world.
3. To learn different techniques of Publishing.
4. To learn about composition of pages.
5. To understand the marketing tools and methods of magazines and other Publications.

Nature of Paper: Core/DSE/SEC/GE/AECC: DSE

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L: 4
T:
P:(In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1Credit(4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures
I	Concept, definition and scope of publishing Types of publication Font sizes of the alphabets Page Designing Photo Composition,	10-12
II	Publishing Industry in India and world. Evolution of printing press and trends. Evolution and development of paper in India and world.	10-12
III	Printing machines and their history. Paper, various sizes of the Paper Ink, Machines, Printing and Binding.	10-12
IV	Economics of publishing books, Magazines and Newspapers and other job work. Costing a Published work.	10-12
V	Marketing of publishing produce. Reference books, Magazines and other Publications.	10-12
**Reference / Text Books:**

Reference / Text Books:

If the course is available as Generic Elective, then the students of following departments may opt it. Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
Seminar On Research Project Report	
5) ESE	75
Total:	**100**
Prerequisites for the course: Command over Hindi and English	
Course Learning Outcomes: On completion of this course: CO1. Students can discuss on the concept, definition and scope of publishing CO2. Students will have knowledge about the various Publishing Industry in India and world. CO3. Students will have practical knowledge of techniques of various Publishing. CO4. Students will be able to do composition and layout of pages. CO5. Students will be able to plan and execute the marketing strategies for magazines and other Publications.	

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : III

Programme: UG	**Year: II**
Class: BA(JMC)	**Semester: III**
Credits : 3 **Theory : 0** **Practical : 3**	**Subject: Graphics and Design**
Course Code: **BAJMC-237P**	**Title: Graphics and Design**

Course Objectives: On completion of the course, students should be able:
1. To understand about basic concept of graphics and design.
2. To acquire the skills of making effective headlines and slogans.
3. To teach the graphic designing for advertisements and print.
4. To develop the artistic sense of designing.
5. To encourage students for own business of graphics and design.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core Practical

Minimum Passing Marks/Credits: 50% Marks / 3 Credits

L:
T:
P: 6 (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures
I	Design print advertising for his/her Institute	10-12
II	Design visual advertising for his / her Institute and also for any historical or religious place	10-12
III	Prepare radio advertisement for his / her Institute	10-12
IV	Case study of any one the national advertising campaign	10-12

Reference / Text Books:
1. Publishers Pvt. Ltd, New Delhi, 2003.
2. Kamath M. V., 'Professional Journalism', Vikas Publishing House, New Delhi. 1980.
3. Vir Bala Aggarwal, 'Essentials of Practical Journalism', concept publishing Company, New Delhi, 2006.
4. Joseph M. K., 'Outline of Editing', Anmol Publications, New Delhi, 2002.
5. Dark room basics and beyond, Roger hicks & Francisschultz, Patterson, 2000.
6. Tom Ang, Digital Photography - An Introduction, 4th Edition, Penguin Publisher, 2016 Rogers, G. (1993). Editing for Print, Mocdonald Book. • Prasad, S.(1993). Editors on Editing / HY, National Book Trust.
7. Hodgson, F. W. (1987). Subediting: A Handbook of Modern Newspaper Editing & Production, Focal Press.
8. Click & Baird (1994). Magazine Editing & Production, WCB Brown & Benchmark.
9. Hicks & Homes, (2001). Sub-editing for Journalists, Rout ledge.
10. John, Marydasan (2015) Editing Today: Rules, Tools and Styles, Media House, New Delhi.

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Presentations /Seminar	10
2) Assignments	10
3) Research Project Report	5
4) Seminar On Research Project Report	
5) ESE	75
Total:	**100**
Prerequisites for the course: Knowledge of computer and internet	
Course Learning Outcomes: On completion of this course: CO1. Students will have understanding of graphics and design. CO2. Students can use the skills of creative headlines and slogans in advertisements. CO3. Students will be able to designs for various types of advertisements and Pages. CO4. Students will develop the artistic sense of designing. CO5. Students can start his/her own business of graphic and design.	

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : III

Programme: UG		Year: II
Class: BA(JMC)		Semester: III
Credits : NC Theory : 0 Practical : 0	**Subject: Industrial Visits/Seminar or** **Presentation based on the Reports of visits**	
Course Code: NECC-231	**Title: Industrial Visits/Seminar or** **Presentation based on the Reports of visits**	

Course Objectives: On completion of the course, students should be able:
1. To provide students with an opportunity to gain a better understanding of the industry and the challenges faced by it.
2. To provide students with an opportunity to network with industry professionals and gain insights into the industry.
3. To teach social interaction and networking with professionals.
4. To improved communication and interpersonal skills of students.
5. To develop the skills required to succeed in the industry.

Nature of Paper: Core/DSE/SEC/GE/AECC: SEC

Minimum Passing Marks/Credits: 50% Marks

L:
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	Seminars and industrial trips are excellent ways to develop student's skills. They offer a chance to educate oneself on the most recent methods and technologies employed in the sector. Students can have a better understanding of the workplace and the difficulties faced by the business by visiting a company or factory. Students can learn more about the industry and the difficulties it faces by attending seminars and giving presentations based on reports of trips. This can assist them in acquiring the abilities needed to excel in the field. Assessment shall be activities and the viva based and it will carry 25 Marks. The assessment will be done by Internal Examiners.	

Reference / Text Books:
NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	
3) Assignments	10
4) Research Project Report	5
Seminar On Research Project Report	
5) ESE	
Total:	25
Prerequisites for the course: Basic knowledge of computer and software	

Course Learning Outcomes: On completion of this course:
CO1. Students' knowledge will be improved about the industrial environment and the processes.
CO2. After this course students will be able to identify and analyze problems in the industrial environment.
CO3. Student would be able to work in teams and collaborate with colleagues.
CO4. Students will have qualities of critically and creatively analysis.
CO5. Students will develop the skills required to succeed in the industry.

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : III

Programme: UG	Year: II
Class: BA(JMC)	Semester: III
Credits : NC Theory : 0 Practical : 0	Subject: University Social Responsibility (USR)
Course Code: NECC-231	Title: University Social Responsibility (USR)

Course Objectives: On completion of the course, students should be able:
1. To provide students with an understanding of the concept of social responsibility and its importance in the modern world.
2. To equip students with the skills and knowledge necessary to effectively engage in community outreach activities.
3. To develop students' understanding of the various forms of community outreach and their potential impact on society.
4. To provide students with the opportunity to develop their leadership and communication skills through community outreach activities.
5. To encourage students to develop their own community outreach projects and initiatives.

Nature of Paper: Core/DSE/SEC/GE/AECC: SEC

Minimum Passing Marks/Credits: 50% Marks

L:
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	Students who complete this course will have a better knowledge of the University Social Responsibility (USR) and its significance in the contemporary world. In addition to learn how to utilize USR as a tool for improving their skills and knowledge, students will also learn how to establish and implement USR programmes in their local communities. The course will address subjects such as the origin and growth of USR, the functions of academic institutions within USR, the value of community involvement, and the effects of USR on the neighborhood. Additionally, students will learn how to create and carry out USR initiatives in their neighborhood and how to utilize USR as a tool to advance their knowledge and skills. Assessment shall be activities and the viva based and it will carry 25 Marks. The assessment will be done by Internal Examiners.	

Reference / Text Books: NOT APPLICABLE	
If the course is available as Generic Elective then the students of following departments may opt it. NOT APPLICABLE	
Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination 2) Presentations /Seminar 3) Assignments 4) Research Project Report Seminar On Research Project Report 5) ESE	10 10 5
Total:	25
Prerequisites for the course: Basic knowledge of computer and software	
Course Learning Outcomes: On completion of this course: CO1. Students will have the understanding about social responsibility and its importance in the community. CO2. Students will have knowledge of various forms of community outreach activities and their impact on the community. CO3. Students will have skills that necessary to effectively plan, implement, and evaluate community outreach initiatives. CO4. Students will have understanding of the importance of diversity and inclusion in community outreach. CO5. Students will encourage students to develop their own community outreach projects and initiatives	

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : III

Programme: UG **Class: BA(JMC)**	**Year: II** **Semester: III**
Credits : NC **Theory : 0** **Practical : 0**	**Subject: Sports**
Course Code: **SPT-231**	**Title: Sports**

Course Objectives: On completion of the course, students should be able:
1. To promote physical fitness and health.
2. To develop teamwork and social skills.
3. To foster a sense of fair play and respect for rules.
4. To provide enjoyment and a sense of accomplishment.
5. To promote sportsmanship and camaraderie.

Nature of Paper: Core/DSE/SEC/GE/AECC: SEC

Minimum Passing Marks/Credits: 50% Marks

L:
T:
P: 2   (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	The psychological aspects of sport, such as motivation, goal-setting, and performance improvement, will be covered in this course. Sport-related physical exercise helps the students to maintaining a healthy weight, building strong bones and muscles, and lowering their risk of contracting chronic illnesses including heart disease, diabetes, and some types of cancer. Sport can aid pupils in reducing stress, boosting confidence, and creating a positive self-image. Additionally, it can aid in the development of social abilities like cooperation, communication, and problem-solving. Students who play sports can improve their leadership abilities, including communication, goal-setting, and decision-making. Their future careers will benefit from these talents. Assessment shall be activities and the viva based and it will carry 50 Marks. The assessment will be done by Internal Examiners.	

Reference / Text Books:
NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	20
2) Presentations /Seminar	
3) Assignments	20
4) Research Project Report	10
Seminar On Research Project Report	
5) ESE	
Total:	50

Prerequisites for the course: Basic knowledge of computer and software

Course Learning Outcomes: On completion of this course:
CO1. Student physical and mental health will be imported.
CO2. Student will have social skills, such as teamwork, communication, and problem-solving.
CO3. Students will foster a sense of fair play and respect for rules.
CO4. Students will be able to manage stress, build self-confidence, and develop a positive self-image.
CO5. Students will have leadership skills, such as decision-making, goal-setting, and communication.

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : IV

Programme: UG	Year: II
Class: BA(JMC)	Semester: IV
Credits : 4 Theory : 4 Practical : 0	Subject: INTRODUCTION TO ELECTRONIC MEDIA
Course Code: BAJMC-241	Title: INTRODUCTION TO ELECTRONIC MEDIA

Course Objectives: On completion of the course, students should be able:
1. To understand the Television as a effective mass media.
2. To acquire the skills of news gathering for Television.
3. To get in-hand skills of television programme productions.
4. To teach editing of any type of audio-video porgramme.
5. To develop the skills of web journalism in students.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L: 4
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures
I	Brief History of broadcasting Broadcasting India-A Retrospect Objectives and Policies of A.I.R Committees on B'casting: Chanda Committee, Vargeese Committee, Prasar Bharti Act Radio Programme Formats and Writing process	10-12
II	Radio Newsroom, Employee and Working Process. Collection and Writing of Radio News, Formats of News based Programmes. Preparation of News Bulletin and Editing of News. Traits of News Reporter and News Editor F.M. Local and Ham Radio, Web Radio, Radio Vision, World Space Radio.	10-12
III	Brief History & Characteristics of T.V. B'casting in India and the World, P.C. Joshi Committee SITE Experiment. General Activities of a T.V. Centre, Expansion and Reach of T.V. Media. Programme Pattern of Different D.D. Channels & Private News Channels	10-12
IV	Concept of Scripting Objectives of Scripting Script Writing and Presentation (Voice Quality, Modulation &	10-12

	Pronunciation) Steps and Formats of Script Writing Writing for Anchoring	
V	Concept of web Journalism Internet and its functions Search and Conceptualization of online Material Major Newspapers, Magazines and their E-paper on internet Comparative Role of Print Medium Channel Medium and Internet Medium in our society	10-12

Reference / Text Books:
1. Keith, Michael C & Krause, Joseph M. (1989) — "The Radio Station" published by Focal Press, Boston, London.
2. Chatterji, P.C.(1993)—"Indian Broadcasting".
3. "Television Journalism and Broadcasting"-Bhatt.
4. "Writing for Television, Radio and New Media" by Robert L Hilliard.
5. Nalin Mehta (2008). Television in India: Satellites, Politics and Cultural Change, Oxon: Rout ledge
6. Walter McDowell (2006). Broadcast Television: A Complete Guide to the Industry, New York: Peter Lang.
7. Keval J Kumar (2012). Mass Communication in India (4thedn), Mumbai: Jaico Publishing House.
8. M. Butcher (2003). Transnational Television, Cultural Identity and Change: When STAR Came to India, New Delhi: Sage.

If the course is available as Generic Elective then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over English and Hindi

Course Learning Outcomes: On completion of this course:
CO1. Students will have understanding of Television as a effective mass media.
CO2. Students will well the skilled in news gathering for Television.
CO3. Students will have in-hand skills of television programme productions.
CO4. Students will be able to do editing of any type of audio-video porgramme.
CO5. Students will develop the skills of web journalism in students.

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : IV

Programme: UG Class: BA(JMC)		Year: II Semester: IV
Credits : 4 Theory : 4 Practical : 0	**Subject: BASICS OF EDITING**	
Course Code: BAJMC-242	**Title: BASICS OF EDITING**	
Course Objectives: On completion of the course, students should be able: 1. To develop the understanding on editing and its significance in journalism. 2. To understand the basics concept of various layouts of newspaper/magazines. 3. To teach editing for various print media platforms. 4. To develop skills of writing for news reports or for any specialized kind of reporting. 5. To learn skills of professional photography.		
Nature of Paper: Core/DSE/SEC/GE/AECC: Core		
Minimum Passing Marks/Credits: 40% Marks / 4 Credits		
L: 4 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		

Unit	Contents	No. of Lectures Allotted
I	Editing and its Significance in Journalism Role of News Editor, Chief Sub Editor and Copy Editor Difference Between Editing of Newspaper and Magazine Subbing of News and News Reports Editing of Articles, Features and other Stories	10-12
II	Caption Writing, Selection Point for Caption, Sub Caption and Main Stories and Headlines. Selection Method of Photographs, Graphs, Cartoons, Charts, Diagrams and other Reference Materials etc Difference between Print Editing and Web Editing Editing for On-line Newspaper Editing for Magazines	10-12
III	Concept and Utility of Dummy Dummy Newspaper, Magazines and Journalist Web Journalism and Dummy Modern Lay-out(Specialized designing) Designing tools	10-12
IV	History of Printing Technology, layout and Designing and its Significance in the Newspaper Traditional Composing, Composing Machine-Mono-line, Photo-type Setting, DTP, VDT etc.	10-12

		Page Designing, Principle, Forms and Utility Lay-out, Changing Trends of Lay-out, Use of Written Matter, and Graphs Problems of Lay-Out, lay-out Preparing for Newspaper, Magazines and On Line Paper	
V		Photography: Introduction, Necessity & utility in Media Types & Components of Camera: Box Camera, Single Lens Reflex (SLR) Camera, Digital Camera. Lens: Normal, Wideangle, Tele & Zoomlens Aperture, Focus, Depth of Field, Flash Gun, Filters Speed of the film, Composing & Framing, Rules of Composition, and Background Photography & Media, Digital Photography Distribution of Photographs, Photo Agency, Use of Photograph in various fields of Media (Press, Sports, Fashion, Film, cinema, Culture, War, Politics etc.)	10-12

Reference / Text Books:

1. Shrivastava, K.M., 'News reporting and editing', Sterling publishers Pvt. Ltd, New Delhi, 2003.
2. Kamath M.V., 'Professional Journalism', Vikas publishing House , New Delhi.1980.
3. Vir Bala Aggarwal, 'Essentials of Practical Journalism', concept publishing Company, New Delhi, 2006.
4. Joseph M. K., 'Out line of Editing', Anmol Publications, New Delhi, 2002.
5. Dark room basics and beyond, Roger hicks & Francisschultz, Patterson, 2000
6. Tom Ang Digital Photography-An Introduction, 4th Edition, Penguin Publisher, 2016 Rogers, G. (1993). Editing for Print, Mcdonald Book.
7. Prasad, S.(1993). Editors on Editing/ HY, National Book Trust.
8. Hodgson, F.W. (1987). Subediting: A Handbook of Modern Newspaper Editing & Production, Focal Press.
9. Click & Baird (1994). Magazine Editing & Production, WCB Brown & Benchmark.
10. Hicks & Homes, (2001). Sub-editing for Journalists, Rout ledge.
11. John, Marydasan (2015) Editing Today: Rules, Tools and Styles, Media House, New Delhi.

If the course is available as Generic Elective then the students of following departments may opt it. Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	**100**

Prerequisites for the course: Command over English and Hindi

Course Learning Outcomes: On completion of this course:
CO1. Student will develop the understanding on editing and its significance in journalism.
CO2. Students will be able to do layout of newspaper.
CO3. Students would be able to do editing for various platforms.
CO4. Students will be able to write news reports or for any specialized kind of reporting.
CO5. Students will be skilled in photography.

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : IV

Programme: UG	Year: II
Class: BA(JMC)	Semester: IV
Credits : 3	Subject: ENVIRONMENTAL STUDIES
Theory : 3	
Practical : 0	
Course Code:	Title: ENVIRONMENTAL STUDIES
BAJMC-243	

Course Objectives: On completion of the course, students should be able:
1. To impart basic understanding about environmental and its studies.
2. To develop an attitude of conservation of ecosystems, biodiversity and its conservation.
3. To understand the significance of sustainable development.
4. To provide understanding how media professionals can contribute in creating awareness about environmental issues.
5. To encourage the students for participation in environmental awareness campaign.

Nature of Paper: Core/DSE/SEC/GE/AECC: AECC

Minimum Passing Marks/Credits: 40% Marks / 3 Credits

L: 3
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures
I	The Multi-disciplinary nature of environmental studies and Natural resources. Definition; Scope and importance, Need for public awareness. Natural resources and associated problems. Forest Resources: Use and Over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people. Water Resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams' benefits and problems. Mineral Resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. Food Resources: World food problems changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. Energy Resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources, Case Studies. Land Resources: Land as a resource, land degradation, man induced landslides, Soil erosion and desertification.	8-10

		Role of an individual in conservation of natural resources. Equitable use of resources for sustainable life styles.	
II	Ecosystems, Biodiversity and its Conservation Concept, structure and function of an ecosystem, producers, Consumers and Decomposers, Energy flow in the Ecosystem, Ecological succession, food chains, food webs and ecological pyramids Introduction, types, characteristic features, structure and function of the following ecosystem:- Forest ecosystem, Grass land ecosystem, Desert eco-system, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries). Biodiversity introduction- Definition: genetic, species and ecosystem diversity Bio-geographical classification of India. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values, biodiversity at global, national and local levels, India as mega-diversity nation, Hot-spots of bio-diversity. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, endangered and endemic species of India Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity	8-10
III	Definitions. Causes, effects and control measures of: Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards Solid waste Management: Causes, effects and control measures of urban and industrial wastes Role of an individual in prevention of pollution Pollution case studies Disaster management: floods, earthquake, cyclone and land slides	8-10
IV	From Unsustainable to Sustainable development. Urban problems related to energy. Water conservation, rain water harvesting, water shed management Resettlement and rehabilitation of people; its problems and concerns. Case studies. Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies. Waste land reclamation, Consumerism and waste products Environment Protection Act-Air (Prevention and Control of Pollution) Act, Water (Prevention and Control of Pollution) Act, Wildlife Protection Act Forest Conservation Act Issues involved in enforcement of environment all legislation, Public Awareness.	8-10
V	Population growth, variation among nations Population explosion-Family welfare Programme Environment and human health, Human Rights, Value Education HIV/AIDS, Women and Child Welfare Role of information Technology in Environment and human health, Case Studies	8-10

Reference / Text Books:
- Harris, CE, Prichard MS, Rabin's MJ, "Engineering Ethics"; Cengage Pub.
- Rana SVS; "Essentials of Ecology and Environment"; PHI Pub.
- Raynold, GW "Ethics in information Technology"; Cengage.
- Svakumar; Energy Environment & Ethics in society; TMH
- AKDe "Environmental Chemistry"; New Age Int. Publ.
- BK Sharma, "Environmental Chemistry"; Goel Publ. House.
- Bala Krishnamoorthy; "Environmental management"; PHI
- Gerard Kiely, "Environmental Engineering"; TMH
- Miller GTJR; living in the Environment Thomson/cengage
- Cunninghan WP and MA; principles of Environment Sc; TMH.

If the course is available as Generic Elective then the students of following departments may opt it.

Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over English and Hindi

Course Learning Outcomes: On completion of this course:

CO1. Students will have the basic understanding about environmental and its studies.
CO2. Students will acquired an attitude of conservation of ecosystems, biodiversity and its conservation.
CO3. Students will be work for sustainable development.
CO4. Students can contribute in creating awareness about environmental issues.
CO5. Students will eagerly participate in environmental awareness campaign.

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : IV

Programme: UG **Class: BA(JMC)**	**Year: II** **Semester: IV**
Credits : 2 **Theory : 2** **Practical : 0**	**Subject: SOCIAL MEDIA**
Course Code: **BAJMC-244**	**Title: SOCIAL MEDIA**

Course Objectives: On completion of the course, students should be able:
1. To understand the basic concept of social media and digital media.
2. To know about the challenges and responsibilities that comes with digital media.
3. To acquire the knowledge about cyber ethics.
4. To learn skills of utilizing digital social media tools for different developmental activities.
5. To teach usages of various digital media analytic tools to check fake viral facts.

Nature of Paper: Core/DSE/SEC/GE/AECC: SEC

Minimum Passing Marks/Credits: 40% Marks / 2 Credits

L: 2
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures
I	Concept of Information Technology Growth and development Use of communication technology Media convergence Internet	6-8
II	New Digital Media Social Media Concept, Evolution and Characteristics Usage of Social Media. Impact of Social Media Social Media: Risks and Challenges	6-8
III	Social Media: Introduction Online Communities Web portals Social Networking sites introduction Facebook, Instagram, Linkedin, Pinterest	6-8
IV	Blogging: Introduction Blog writing(twitter) Social media marketing Social media management tools Social media analytic tools	6-8
V	News and social media Tools for checking on various fake news on social	6-8

	platforms
	Virality and social media (like Troll, meme)
	Cyber laws
	Cyber Ethics and social media

Reference / Text Books:
1. Rogers M. Everett, Communication Technology: The New Media Society, The Free Press, Collier Macmillan Publisher, London, 1986.
2. Dizard Wilson Jr. Old Media, New Mass Communication in the information Age, 2nd rd. Longman, New York, 1997.
3. Webster Frank, Theories of the information Society Routledge, New York, 1995.
4. Michael Mandi berg, The Social Media Reader (E Book)
5. Ankit Lal, India Social, Hachette India 2017.
6. Tim Cigelske, Analytics to Action: A Guide to Social Media Measurement, Amazon Asia-Pacific Holdings Private Limited, 2017.
7. http://shodhganga.inflibnet.ac.in/bitstream/10603/72639/8/chapter%203.pdf

If the course is available as Generic Elective, then the students of following departments may opt it. Not Applicable

Evaluation/Assessment Methodology

	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
Seminar On Research Project Report	
5) ESE	75
Total:	**100**

Prerequisites for the course: Command over English and Hindi

Course Learning Outcomes: On completion of this course:
CO1. Students will be able to use social media and digital media
CO2. Students will be able to know about the risks and challenges and responsibilities that comes with digital media
CO3. Students will have the knowledge about cyber ethics
CO4. Students will be skilled in utilizing digital social media tools for different developmental activities.
CO5. Students will able to usage of various digital media analytic tools to check fake viral facts.

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : IV

Programme: UG	Year: II
Class: BA(JMC)	Semester: IV
Credits : 4 Theory : 4 Practical : 0	Subject: INTRODUCTION TO PUBLIC RELATIONS
Course Code: BAJMC-245	Title: INTRODUCTION TO PUBLIC RELATIONS

Course Objectives: On completion of the course, students should be able:
1. To provide the understanding about basic concept and types of the public relations.
2. To understand the basic tools of public relations.
3. To impart the fundamentals of public relations writings.
4. To imbibe the ethics and laws of public relations.
5. To get in-hand practice of public relations' tools.

Nature of Paper: Core/DSE/SEC/GE/AECC: DSE

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L: 4
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	Definitions and concept of public relations Definitions and concept of publicity Definitions and concept of propaganda Definitions and concept of advertising Definitions and concept of e-PR	10-12
II	Difference between public relations and corporate communications Difference between public relations and advertising Difference between public relations and propaganda Difference between public relations and publicity Difference between propaganda and publicity	10-12
III	Tools of public Relations News paper and magazine Radio, television and film New media and social media Alternate media and traditional media	10-12
IV	Fundamentals of public relations writings Press release writing Poster writing Wall, pamphlet and leaf let writings Writing for internal publics	10-12
V	Ethics of public relations Ethics of e-PR	10-12

| | Code of ethics by professional bodies
Laws relating to public relations and corporate communications
Laws relating to e-PR | |

Reference / Text Books:
1. 'Managing Public Relations' By E.Grunig James and Hunt Todd. New York: Rinehart and Winston.
2. 'Public Relations Management' By Jaishri Jethwaney and N.N. Sarkar. New Delhi: Sterling Publishers Private Limited.
3. 'Public Relations in India 'BYJ.M. Kaul. Kolkotta: Naya Prokash.
4. 'PR as Communication Management' By Crable E. Richard. Edina, Min: Bellwether Press
5. 'Vigyapan aur jansam park' By Jai shri Jethwaney, Ravi Shanker and Narendra Nath Sarkar. New Delhi: Sagar Publications

If the course is available as Generic Elective then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	**100**

Prerequisites for the course: Command over English and Hindi

Course Learning Outcomes: On completion of this course:

CO1. Students will have deep knowledge about the concepts of public relations, publicity, propaganda, advertising and e-PR.

CO2. Students will be able to use different tools of public relations.

CO3. Students will be skilled in writing as a public relation officer.

CO4. Students will have in-hand practice of public relations' tools.

CO5. Students can work as a public relation officer in any organization.

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : IV

Programme: UG	**Year: II**
Class: BA(JMC)	**Semester: IV**
Credits : 4 **Theory : 4** **Practical : 0**	**Subject: INTERNATIONAL POLITICS**
Course Code: **BAJMC-246**	**Title: INTERNATIONAL POLITICS**

Course Objectives: On completion of the course, students should be able:
1. To develop the sense of understanding about concept of sovereignty.
2. To create the understanding of the international politics.
3. To develop the knowledge about Indian foreign policies.
4. To impart knowledge of writing on global issues.
5. To inculcate the knowledge of international important developments.

Nature of Paper: Core/DSE/SEC/GE/AECC: DSE

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L: 4
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	International Politics: Concept, Definition, Area & Scope International Politics, Ideology and Balance of Power Nation-State, National Interest and international Politics Emergence of Super Powers The Era of Cold War and Peace Politics	10-12
II	Newly Independent Nation, Birth of NAM Rise of Communist China Nuclear Race, Détente and Disarmament U.S.A. and Third World Indo-US Relations	10-12
III	Basic Principle of India's Foreign Policy (Including Nehru's Contribution) India, NAM and the Third World India's Relation with its South Asian Neighbors Formation of SAARC Indo-China Relations	10-12
IV	Decline of the Soviet Union, Rise of Uni-Polar World and Reformation of Power Blocks Globalization and its Impacton Developing World Including India, W.T.O., World Bank& I.M.F International Bodies: United Nations (UN), UNICEF, UNESCO; UN and Media	10-12

V	Terrorism: New Emerging Challenges Fundamentalism, Ethnicism, Satellite Invasion, Information war Technological Aggression Dominance, Changing Concept of Sovereignty India's Media Response to International affairs Coverage of Events, Developments. Editorial by National Dailies, Magazines and Journals and Electronic Medium Non-English Media's Understanding of International Issues and Challenges (Reference, Hindi and Other Prominent Regional Languages, Newspaper)	10-12

Reference / Text Books:
1. Key Concepts in International Relations-Thomas Diez, Ingvild Bode (Sage)
2. Theory of international politics by Kenneth N. Walts.
3. Global politics by Juliet Karbo, James Ray.
4. Case studies of articles/ reports on international politics of any five international newspapers.
5. Nicholson, M. (2002) International Relations: A Concise Introduction. New York : Palgrave, pp. 1-4.
6. Smith, M. and Little, R. (eds.) (1991) 'Introduction' in Michael Smith, R. Little (eds.) Perspectives on World Politics. New York: Rout ledge, rpt. 2000, pp.1-17.

If the course is available as Generic Elective then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	**100**

Prerequisites for the course: Command over English and Hindi

Course Learning Outcomes: On completion of this course:
CO1. Students will develop the sense of understanding about concept of sovereignty.
CO2. Students will be able to have understanding of the international politics in contemporary context.
CO3. Students will know about India's foreign policy.
CO4. Students would have the knowledge of writing on global issues.
CO5. Students would have the knowledge of international developments.

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : IV

Programme: UG	**Year: II**
Class: BA(JMC)	**Semester: IV**
Credits : 3	**Subject: PRACTICAL**
Theory : 0	**Print Media Production**
Practical : 3	
Course Code:	**Title: PRACTICAL**
BAJMC-247P	**Print Media Production**

Course Objectives: On completion of the course, students should be able:
1. To learn different form of writing for print media
2. To get in-hand experience of various Print Media.
3. To develop the sense of asthmatic of photography.
4. To encourage students for work on any format of print media.
5. To up-skills and re-skills of creative print media production knowledge.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core Practical

Minimum Passing Marks/Credits: 50% Marks / 3 Credits

L:
T:
P:6 (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	All the Students have to design two pages Newspaper in A3 size using In design/Quark X Press. Power Point: At least one presentation of not less than 10 slides on any topic assigned. All assignment should be submitted in a C.D. format to the Department.	10-12
II	All the students have to make their Institute's House Journal of at least 20 pages including articles, photographs and stories etc.	10-12
III	All the students have to write 05 articles on any two current social issue and make a separate file and submit it to the Department.	10-12
IV	All the students have to create a photo feature with at least 07 Photographs of 12 X 7 inches and submit the print out of the same in the Department.	10-12

Reference / Text Books:

If the course is available as Generic Elective, then the students of following departments may opt it. Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Presentations /Seminar	10
2) Assignments	10
3) Research Project Report/Seminar On Research Project Report	5
4) ESE	75
Total:	100

Prerequisites for the course: Command over English and Hindi

Course Learning Outcomes: On completion of this course:

CO1. Students will be able to writing for different form of print media.

CO2. Students will have in-hand experience of various Print Media.

CO3. Students will have sense of asthmatic of photography.

CO4. Students will be able to work on any format of print media as professional.

CO5. Students will up-skilled and re-skilled of creative print media production knowledge.

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : IV

Programme: UG	Year: II
Class: BA(JMC)	Semester: IV
Credits : NC **Theory : 0** **Practical : 0**	**Subject: Industrial Visits/Seminar or** **Presentation based on the Reports of visits**
Course Code: **NECC-241**	**Title: Industrial Visits/Seminar or** **Presentation based on the Reports of visits**

Course Objectives: On completion of the course, students should be able:

1. To provide students with an opportunity to gain a better understanding of the industry and the challenges faced by it.
2. To provide students with an opportunity to network with industry professionals and gain insights into the industry.
3. To teach social interaction and networking with professionals.
4. To improved communication and interpersonal skills of students.
5. To develop the skills required to succeed in the industry.

Nature of Paper: Core/DSE/SEC/GE/AECC: SEC

Minimum Passing Marks/Credits: 50% Marks

L:
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	Seminars and industrial trips are excellent ways to develop student's skills. They offer a chance to educate oneself on the most recent methods and technologies employed in the sector. Students can have a better understanding of the workplace and the difficulties faced by the business by visiting a company or factory. Students can learn more about the industry and the difficulties it faces by attending seminars and giving presentations based on reports of trips. This can assist them in acquiring the abilities needed to excel in the field. Assessment shall be activities and the viva based and it will carry 25 Marks. The assessment will be done by Internal Examiners.	

Reference / Text Books:
NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
Seminar On Research Project Report	
5) ESE	
Total:	25

Prerequisites for the course: Basic knowledge of computer and software

Course Learning Outcomes: On completion of this course:
CO1. Students' knowledge will be improved about the industrial environment and the processes.
CO2. After this course students will be able to identify and analyze problems in the industrial environment.
CO3. Student would be able to work in teams and collaborate with colleagues.
CO4. Students will have qualities of critically and creatively analysis.
CO5. Students will develop the skills required to succeed in the industry.

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : IV

Programme: UG	Year: II
Class: BA(JMC)	Semester: IV
Credits : NC Theory : 0 Practical : 0	Subject: University Social Responsibility (USR)
Course Code: NECC-242	Title: University Social Responsibility (USR)

Course Objectives: On completion of the course, students should be able:
1. To provide students with an understanding of the concept of social responsibility and its importance in the modern world.
2. To equip students with the skills and knowledge necessary to effectively engage in community outreach activities.
3. To develop students' understanding of the various forms of community outreach and their potential impact on society.
4. To provide students with the opportunity to develop their leadership and communication skills through community outreach activities.
5. To encourage students to develop their own community outreach projects and initiatives.

Nature of Paper: Core/DSE/SEC/GE/AECC: SEC

Minimum Passing Marks/Credits: 50% Marks

L:
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	Students who complete this course will have a better knowledge of the University Social Responsibility (USR) and its significance in the contemporary world. In addition to learn how to utilize USR as a tool for improving their skills and knowledge, students will also learn how to establish and implement USR programmes in their local communities. The course will address subjects such as the origin and growth of USR, the functions of academic institutions within USR, the value of community involvement, and the effects of USR on the neighborhood. Additionally, students will learn how to create and carry out USR initiatives in their neighborhood and how to utilize USR as a tool to advance their knowledge and skills. Assessment shall be activities and the viva based and it will carry 25 Marks. The assessment will be done by Internal Examiners.	

Reference / Text Books:
NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	
Total:	25

Prerequisites for the course: Basic knowledge of computer and software

Course Learning Outcomes: On completion of this course:

CO1. Students will have the understanding about social responsibility and its importance in the community.

CO2. Students will have knowledge of various forms of community outreach activities and their impact on the community.

CO3. Students will have skills that necessary to effectively plan, implement, and evaluate community outreach initiatives.

CO4. Students will have understanding of the importance of diversity and inclusion in community outreach.

CO5. Students will encourage students to develop their own community outreach projects and initiatives.

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : IV

Programme: UG	Year: II
Class: BA(JMC)	Semester: III
Credits : 2 **Theory : 2** **Practical : 0**	**Subject: MOOCs/Swayam/ NPTEL**
Course Code: **NECC-244**	**Title: MOOCs/Swayam/ NPTEL**

Course Objectives: On completion of the course, students should be able:
1. To gain extra knowledge with regular courses.
2. To help students develop their problem-solving skills.
3. To develop students develop their critical thinking skills
4. To enhancing digital literacy among students.
5. To develop the learning aptitude for new courses and programmes.

Nature of Paper: Core/DSE/SEC/GE/AECC: SEC

Minimum Passing Marks/Credits: 50% Marks / 2 Credits

L:
T:
P: 2   (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	In order to improve skills and maintain competitiveness in the job market, online courses like Moocs and Swayam are becoming more and more crucial. As technology has developed, more and more organizations are seeking candidates who can use the newest tools and technologies. It is possible to swiftly and conveniently learn these abilities through online courses. Students can acquire the knowledge and skills necessary to thrive in their chosen fields by enrolling in online courses with their regular programme. Students can learn important industry knowledge and develop contacts that will aid them in their career by enrolling in courses with other professionals. Assessment shall be activities and the viva based and it will carry 25 Marks. The assessment will be done by Internal Examiners.	

Reference / Text Books:
NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	20
2) Presentations /Seminar	20
3) Assignments	10
4) Research Project Report	
Seminar On Research Project Report	
5) ESE	
Total:	50
Prerequisites for the course: Basic knowledge of computer and software	

Course Learning Outcomes: On completion of this course:
CO1. Student will have problem-solving skills.
CO2. Student will able critical thinking skills
CO3. Student will be well knowledge of digital technologies.
CO4. Student will have extra knowledge with regular courses.
CO5. Student will develop the learning aptitude for new courses and programmes.

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : IV

Programme: UG Class: BA(JMC)		Year: II Semester: IV	
Credits : NC Theory : 0 Practical : 0	Subject: Sports		
Course Code: SPT-241	Title: Sports		
Course Objectives: On completion of the course, students should be able: 1. To promote physical fitness and health. 2. To develop teamwork and social skills. 3. To foster a sense of fair play and respect for rules. 4. To provide enjoyment and a sense of accomplishment. 5. To promote sportsmanship and camaraderie.			
Nature of Paper: Core/DSE/SEC/GE/AECC: SEC			
Minimum Passing Marks/Credits: 50% Marks			
L: T: P: 2 (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)			
Unit	**Contents**		**No. of Lectures Allotted**
	The psychological aspects of sport, such as motivation, goal-setting, and performance improvement, will be covered in this course. Sport-related physical exercise helps the students to maintaining a healthy weight, building strong bones and muscles, and lowering their risk of contracting chronic illnesses including heart disease, diabetes, and some types of cancer. Sport can aid pupils in reducing stress, boosting confidence, and creating a positive self-image. Additionally, it can aid in the development of social abilities like cooperation, communication, and problem-solving. Students who play sports can improve their leadership abilities, including communication, goal-setting, and decision-making. Their future careers will benefit from these talents. Assessment shall be activities and the viva based and it will carry 50 Marks. The assessment will be done by Internal Examiners.		
Reference / Text Books: NOT APPLICABLE			
If the course is available as Generic Elective then the students of following departments may opt it. NOT APPLICABLE			

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	20
2) Presentations /Seminar	20
3) Assignments	10
4) Research Project Report	
Seminar On Research Project Report	
5) ESE	
Total:	50

Prerequisites for the course: Basic knowledge of computer and software

Course Learning Outcomes: On completion of this course:
CO1. Student physical and mental health will be imported.
CO2. Student will have social skills, such as teamwork, communication, and problem-solving.
CO3. Students will foster a sense of fair play and respect for rules.
CO4. Students will be able to manage stress, build self-confidence, and develop a positive self-image.
CO5. Students will have leadership skills, such as decision-making, goal-setting, and communication.

IIMTU-NEP IMPLEMENTATION
Year : III / Semester : V

Programme: UG Class: BA(JMC)	Year: III Semester: V
Credits : 4 Theory : 4 Practical : 0	Subject: RADIO JOURNALISM
Course Code: BAJMC-351	Title: RADIO JOURNALISM
Course Objectives: On completion of the course, students should be able: 1. To develop the basic understanding about radio and its journalism. 2. To teach the types of radio programmes and their importance in radio journalism. 3. To engage students in various radio journalism beats. 4. To visit radio studios to know how does a radio station works. 5. To acquaint students with the new trends of radio broadcasting.	
Nature of Paper: Core/DSE/SEC/GE/AECC: Core	
Minimum Passing Marks/Credits: 40% Marks / 4 Credits	
L: 4 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)	

Unit	Contents	No. of Lectures Allotted
I	Introduction Radio journalism History of Radio Journalism Radio in India Writing for the ear, sound and sound bites Writing for radio programmes	10-12
II	Radio features, advertisements Types of radio broadcasting Radio terms; On Air, FM, AM, MW, modulation, mobile station, decibel, hertz, duplex, control operator, sound proof, UHF, UHF-T Ad-libbing, Airwaves, Announcer, phone interface, pitch, potentiometer, podcast, promo, programme director, band Radio: Types of microphones; Mixers, speakers.	10-12
III	Radio Stations based on their transmission and purpose Community radio, military radio, spiritual/ religious radio Commercial radio, private radio, pirate radio Amateur radio stations Satellite radio	10-12
IV	How does a radio station works Radio Studio. Radio signal Types, Phone-in interview Script writing for radio Elements of radio production Digital Radio, Online radio stations	10-12

V	New Trends in Radio Broadcasting	10-12
	Radio broadcasting equipment.	
	Radio broadcast technology	
	Types of news bulletin, Talk shows, features for radio	
	Radio as tool for culture preservation	
	Social development and development communication	

Reference / Text Books:
1. Musani Mehra, Broadcasting & People NBT, New Delhi1985
2. Akas Bharti, Vol .I & II Publication, Division. New Delhi
3. Broad casting in India- S.R. Joshi, ISRO, June 1997, Ahmadabad
4. Andrew Boyd Broadcast Journalism
5. Mitchell Stephon Holt, Broadcast News -Radio Journalism, ineheast Winston NY1980
6. While T. Broad cast, News writing Mac Millian N Y,1984
7. Wills Edgarand Holt, Writing TV and radio programmes R & W Publication 1967.
8. Rivers Wlliams and work Alison Writing for the Media.
9. Carl Warren, Radio News Writing and Editing
10. Report L. Hillard Radio Broadcasting.

If the course is available as Generic Elective then the students of following departments may opt it.
Not Applicable

<div align="center">

Evaluation/Assessment Methodology

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	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report/Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over English and Hindi

Course Learning Outcomes: On completion of this course:
CO1. Students will be able to cover events using mobile phones and right radio news stories
CO2. Students can produce radio news bulletin.
CO3. Students will be able to interview, make radio promos and jingles.
CO4. Students will be able to apply radio production techniques.
CO5. Students will be able to undertake radio programme production in different formats

IIMTU-NEP IMPLEMENTATION
Year : III / Semester : V

Programme: UG Class: BA(JMC)	Year: III Semester : V
Credits : 4 Theory : 4 Practical : 0	Subject: TELEVISION JOURNALISM
Course Code: BAJMC-352	Title: TELEVISION JOURNALISM

Course Objectives: On completion of the course, students should be able:
1. To understand the Television Journalism and its different practical aspects.
2. To teach the types of television programmes and their importance in TV journalism.
3. To develop the understand about new trends in television journalism.
4. To introduce students' to techniques and skills of television programme production.
5. To acquire skills and learn to use different software for editing television programme.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L: 4
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	Introduction to Television Journalism. Pre-production, Production, Post Production Introduction to Video cameras: EFP, ENG, Steady Cameras, Crane, Camera, Hexacopter, Spiders Camera. Video Formats Camera Shots, Camera Movements, Camera Angle	10-12
II	Television news room, News room structure Types of television studios. Television Debates Interviews; Types of interviews. Story structures; inverted pyramid, diamond, hour glass, narrative.	10-12
III	Online television, TV Online and Online Demand TV shows convergence. New trends in television journalism, TV channels on mobile phones, line Models of news, news worthiness, values and elements. News criteria. Types of sources. Broadcasting Terms; Cue, Basic Shots, Outtakes, Segue, Fade in , fade out Editing; offline, online editing, lineare diting, non-linear editing. SFX	10-12
IV	News Agencies, Press Agency Wire Agencies Role of News Agencies in Journalism, Hoaxes	10-12

		Alternative news media, Netflix, Apple TV etc. News Bureau Types of Televisions Programs. Television Formats Satellite Communication	
V		Broadcast Story forms; tell, reader, v/o, package, V/O-SOT, SOT, NATSOT, Wrap, Track, lead-in Television news script News anchor, presenters, reporter's roles, and responsibilities Green screen, Tele-prompter, multi-prompter Television production and shooting program crew. Television Lighting techniques, Fill, Main, and back-lights	10-12

Reference / Text Books:
1. Deborah Potter, Hand book of Independent Journalism (2006).
2. News Editing, William L. Rivers.
3. Television Production 16th Edition. Jim Owens, 2016, Asbury University, New York City.
4. Interactive Television Production, Mark Ga wlinski, Focal Press, MA, 2003.
5. Broadcasting in India, P. C Chatterji, Sage Publication, London.
6. Anura Goonase Kera and Paul Lee T. V. Without Borders AMIC, Singapore, 1998.
7. A. Michel Noll., TV technology-Fundamentals and future prospects
8. Barrows Wood Gross, TV Production.
9. Tony Verla, Global, Television
10. Horale Newcomb Television -The Creal view Amed. Oxford, 1987.

If the course is available as Generic Elective then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report/Seminar On Research Project Report	
5) ESE	75
Total:	**100**

Prerequisites for the course: Command over English and Hindi

Course Learning Outcomes: On completion of this course:
CO1. Students will be able to write scripts of television news stories, special stories and on the spot reporting.
CO2. Students will know about the types of television programmes and their importance in TV journalism.
CO3. Students will be able to cover events and news-based stories using mobile phones, video cameras.
CO4. Students will acquire skills and techniques of television media production.
CO5. Students will be able to do the editing both offline and online programme of television with using the softwares.

IIMTU-NEP IMPLEMENTATION
Year : III / Semester : V

Programme: UG **Class: BA(JMC)**	**Year: III** **Semester: V**
Credits : 3 **Theory : 0** **Practical : 3**	**Subject: PRACTICAL** **(Newspaper Production)**
Course Code: **BAJMC-353P**	**Title: PRACTICAL** **(Newspaper Production)**

Course Objectives: On completion of the course, students should be able:
1. To teach the publishing of monthly newspaper.
2. To prepare a multi pages magazine.
3. To learn the writing of every format on Contemporary Topics.
4. To prepare a Scrap Book on Media.
5. To re-skills and up-skills the knowledge of newspaper production.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core Practical

Minimum Passing Marks/Credits: 50% Marks / 3 Credits

L:
T:
P: 6 (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	Publish Monthly Newspaper	8-10
II	Prepare a Magazine of minimum 20 Pages	8-10
III	Write 10 Articles on Current and Contemporary Topics	8-10
IV	Prepare a Scrap Book on Media	8-10
V	Presentation	8-10

Reference / Text Books:

If the course is available as Generic Elective then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology		
		Max. Marks
1) Presentations /Seminar		10
2) Assignments		10
3) Research Project Report/Seminar On Research Project Report		5
4) ESE		75
	Total:	**100**

Prerequisites for the course: Command over English and Hindi

Course Learning Outcomes: On completion of this course:

CO1. Students will know how to publish Monthly Newspaper.

CO2. Students will have understanding about how to prepare a multi pages magazine.

CO3. Students will be able write according the issues and media platform.

CO4. Students will have practical knowledge and skills of Newspaper production.

CO5. Students will re-skilled and up-skilled the knowledge of newspaper production.

IIMTU-NEP IMPLEMENTATION
Year : III / Semester : V

Programme: UG	**Year: III**
Class: BA (JMC)	**Semester: V**
Credits : 3 **Theory : 0** **Practical : 3**	**Subject: PRACTICAL (Content Production for New Media)**
Course Code: BAJMC-354P	**Title: PRACTICAL (Content Production for New Media)**

Course Objectives: On completion of the course, students should be able:
1. To explain the new media technologies for journalistic purpose.
2. To describe online content platforms and their different tools.
3. To teach how to create blogs and sustain it.
4. To teach the create audio-video content for new media.
5. To engage in new media content production as a professional.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core Practical

Minimum Passing Marks/Credits: 50% Marks / 3 Credits

L:
T:
P: 6 (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit   (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	Creation and maintain of blogs	8-10
II	Analysis of different elements and content of a news website	8-10
III	Distinguishing between news, views, opinions, advertisements	8-10
IV	Creation of a simple web page with links to text document, graphics and audio & video document	8-10
V	Creation of a dynamic website in groups	8-10

Reference / Text Books:

If the course is available as Generic Elective then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Presentations /Seminar	10
2) Assignments	10
3) Research Project Report/Seminar On Research Project Report	5
4) ESE	75
Total:	**100**

Prerequisites for the course: Command over English and Hindi

Course Learning Outcomes: On completion of this course:
CO1. Students will be able to explain new media technology for journalistic purpose.
CO2. Students will have the understanding about online content platforms and their different tools.
CO3. Students will be able to creative writing of blogs and sustain it.
CO4. Students will be able to create audio-video content for new media.
CO5. Students will be able to content production for new media as professionals.

IIMTU-NEP IMPLEMENTATION
Year : III / Semester : V

Programme: UG	**Year: III**
Class: BA(JMC)	**Semester: V**
Credits : 2 **Theory : 0** **Practical : 2**	**Subject: Research Project** **PHOTOGAPHY**
Course Code: **BAJMC-355P**	**Title: Research Project** **PHOTOGRAPHY**

Course Objectives: On completion of the course, students should be able:
1. To impart basic concepts Photography and its aesthetic aspects.
2. To develop the sense of photo journalism.
3. To give the overview of different photography platforms and area.
4. To teach the ethics and morals in photography.
5. To teach tools and techniques of photography.

Nature of Paper: Core/DSE/SEC/GE/AECC: RP

Minimum Passing Marks/Credits: 50% Marks / 2 Credits

L:
T:
P: 4 (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	Introduction and Development of Photography Photo Journalism, Development Role and importance in media Tools of Photography, types of camera Traditional and digital camera, Part of Camera, Camera control,	6-8
II	Digital Photography Emergence of Digital technology Selecting Images, Size, and quality Indoor and Outdoor Photography	6-8
III	Lighting principles Role of lighting Different types of lighting and its uses Role of subject, quality of photograph Developing of different size of photograph	6-8
IV	Photograph Editing Techniques Cropping, Enlarging & reducing Clubbing / Grouping Colour composition Filter, length, focus, Shots	6-8
V	Branches of Photography needs and importance	6-8

	Advertising photography Modeling & portfolio Wildlife Photography Photography and Ethics.	

Reference / Text Books:
1. Digital Photography (Hindi) Books–Author Vishnu Priya Singh, Publisher- Computech Publication Limited.
2. Digital Photography (Hindi) Harcover-2018 by Riyaj Hasan (Author)-Book Enclave, Jaipur.
3. Photography Techniques and Uses (Photography Taknik and Pryog) by Narendra Singh Yadav and Published by Rajasthan Hindi Granth Academy.
4. Practical Photography Digital Camera School: The Step-by-step Guide to Taking Great Picture- By Publisher Carlton Books Ltd. (London).

If the course is available as Generic Elective then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	75
5) ESE	
Total:	**100**

Prerequisites for the course: Command over English and Hindi

Course Learning Outcomes: On completion of this course:
CO1. Students would have understanding about photography.
CO2. Students would have news sense for photo Journalism.
CO3. Student will have sense of ethics and morals in taking photograph.
CO4. Students will know tools and techniques of photography.
CO5. Students would know different branches of photography and may be self-employed.

IIMTU-NEP IMPLEMENTATION
Year : III / Semester : V

Programme: UG	Year: III
Class: BA(JMC)	Semester: V
Credits : NC Theory : 0 Practical : 0	Subject: Industrial Visits/Seminar or Presentation based on the Reports of visits
Course Code: NECC-351	Title: Industrial Visits/Seminar or Presentation based on the Reports of visits

Course Objectives: On completion of the course, students should be able:
1. To provide students with an opportunity to gain a better understanding of the industry and the challenges faced by it.
2. To provide students with an opportunity to network with industry professionals and gain insights into the industry.
3. To teach social interaction and networking with professionals.
4. To improved communication and interpersonal skills of students.
5. To develop the skills required to succeed in the industry.

Nature of Paper: Core/DSE/SEC/GE/AECC: SEC

Minimum Passing Marks/Credits: 50% Marks

L:
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	Seminars and industrial trips are excellent ways to develop student's skills. They offer a chance to educate oneself on the most recent methods and technologies employed in the sector. Students can have a better understanding of the workplace and the difficulties faced by the business by visiting a company or factory. Students can learn more about the industry and the difficulties it faces by attending seminars and giving presentations based on reports of trips. This can assist them in acquiring the abilities needed to excel in the field. Assessment shall be activities and the viva based and it will carry 25 Marks. The assessment will be done by Internal Examiners.	

Reference / Text Books:
NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
Seminar On Research Project Report	
5) ESE	
Total:	25

Prerequisites for the course: Basic knowledge of computer and software

Course Learning Outcomes: On completion of this course:
CO1. Students' knowledge will be improved about the industrial environment and the processes.
CO2. After this course students will be able to identify and analyze problems in the industrial environment.
CO3. Student would be able to work in teams and collaborate with colleagues.
CO4. Students will have qualities of critically and creatively analysis.
CO5. Students will develop the skills required to succeed in the industry.

IIMTU-NEP IMPLEMENTATION
Year : III / Semester : V

Programme: UG Class: BA(JMC)	Year: III Semester: V
Credits : NC Theory : 0 Practical : 0	Subject: University Social Responsibility (USR)
Course Code: NECC-352	Title: University Social Responsibility (USR)

Course Objectives: On completion of the course, students should be able:
1. To provide students with an understanding of the concept of social responsibility and its importance in the modern world.
2. To equip students with the skills and knowledge necessary to effectively engage in community outreach activities.
3. To develop students' understanding of the various forms of community outreach and their potential impact on society.
4. To provide students with the opportunity to develop their leadership and communication skills through community outreach activities.
5. To encourage students to develop their own community outreach projects and initiatives

Nature of Paper: Core/DSE/SEC/GE/AECC: SEC

Minimum Passing Marks/Credits: 50% Marks

L:
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit   (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	Students who complete this course will have a better knowledge of the University Social Responsibility (USR) and its significance in the contemporary world. In addition to learn how to utilize USR as a tool for improving their skills and knowledge, students will also learn how to establish and implement USR programmes in their local communities. The course will address subjects such as the origin and growth of USR, the functions of academic institutions within USR, the value of community involvement, and the effects of USR on the neighborhood. Additionally, students will learn how to create and carry out USR initiatives in their neighborhood and how to utilize USR as a tool to advance their knowledge and skills. Assessment shall be activities and the viva based and it will carry 25 Marks. The assessment will be done by Internal Examiners.	

Reference / Text Books:
NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
Seminar On Research Project Report	
5) ESE	
Total:	25

Prerequisites for the course: Basic knowledge of computer and software

Course Learning Outcomes: On completion of this course:

CO1. Students will have the understanding about social responsibility and its importance in the community.

CO2. Students will have knowledge of various forms of community outreach activities and their impact on the community.

CO3. Students will have skills that necessary to effectively plan, implement, and evaluate community outreach initiatives.

CO4. Students will have understanding of the importance of diversity and inclusion in community outreach.

CO5. Students will encourage students to develop their own community outreach projects and initiatives.

IIMTU-NEP IMPLEMENTATION
Year : III / Semester : V

Programme: UG	**Year: III**
Class: BA(JMC)	**Semester: V**
Credits : 2 **Theory : 0** **Practical : 2**	**Subject: Entrepreneurship**
Course Code: **NECC-353**	**Title: Entrepreneurship**
Course Objectives: On completion of the course, students should be able: 1. To develop the understanding on concept of entrepreneurship. 2. To promote entrepreneurship among students. 3. To develop teamwork and entrepreneurship skills. 4. To know the rules and regulations of IPR, business and entrepreneurship. 5. To encourage the develop new idea for entrepreneurship.	
Nature of Paper: Core/DSE/SEC/GE/AECC: SEC	
Minimum Passing Marks/Credits: 50% Marks / 2 Credits	
L: T: P: 2 (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)	

Unit	Contents	No. of Lectures Allotted
	Need of becoming entrepreneur. Ways to become a good entrepreneur. Enabling environment available to become an entrepreneur. Different Govt. institutions/schemes promoting Entrepreneur viz., Gramin banks, PMMY-MUDRA loans, DIC, SIDA, SISI, NSIC, SIDO Ways to set up an enterprise and different aspects involved viz., legal compliances, Marketing aspect, Budgeting, etc. Day to day monitoring mechanism for Maintaining an enterprise. Different Government schemes supporting entrepreneurship. Examples of successful and unsuccessful entrepreneurs	

Reference / Text Books: NOT APPLICABLE	
If the course is available as Generic Elective then the students of following departments may opt it. NOT APPLICABLE	

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	20
2) Presentations /Seminar	20
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	
5) ESE	
Total:	50

Prerequisites for the course: Basic knowledge of computer and software

Course Learning Outcomes: On completion of this course:

CO1. Students will develop the understanding on concept of entrepreneurship.

CO2. Students will have basic information of various private and government promotional policies/schemes.

CO3. Students will have skills of teamwork and entrepreneurship.

CO4. Students will have basic knowledge of the rules and regulations of IPR, business and entrepreneurship.

CO5. Students will be able to create new idea for entrepreneurship.

IIMTU-NEP IMPLEMENTATION
Year : III / Semester : V

Programme: UG Class: BA(JMC)	Year: III Semester: V	
Credits : NC Theory : 0 Practical : 0	Subject: Sports	
Course Code: SPT-351	Title: Sports	
Course Objectives: On completion of the course, students should be able: 1. To promote physical fitness and health. 2. To develop teamwork and social skills. 3. To foster a sense of fair play and respect for rules. 4. To provide enjoyment and a sense of accomplishment. 5. To promote sportsmanship and camaraderie.		
Nature of Paper: Core/DSE/SEC/GE/AECC: SEC		
Minimum Passing Marks/Credits: 50% Marks		
L: T: P: 2 (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		
Unit	Contents	No. of Lectures Allotted
	The psychological aspects of sport, such as motivation, goal-setting, and performance improvement, will be covered in this course. Sport-related physical exercise helps the students to maintaining a healthy weight, building strong bones and muscles, and lowering their risk of contracting chronic illnesses including heart disease, diabetes, and some types of cancer. Sport can aid pupils in reducing stress, boosting confidence, and creating a positive self-image. Additionally, it can aid in the development of social abilities like cooperation, communication, and problem-solving. Students who play sports can improve their leadership abilities, including communication, goal-setting, and decision-making. Their future careers will benefit from these talents. Assessment shall be activities and the viva based and it will carry 50 Marks. The assessment will be done by Internal Examiners.	
Reference / Text Books: NOT APPLICABLE		
If the course is available as Generic Elective then the students of following departments may opt it. NOT APPLICABLE		

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	20
2) Presentations /Seminar	20
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	
5) ESE	
Total:	50

Prerequisites for the course: Basic knowledge of computer and software

Course Learning Outcomes: On completion of this course:
CO1. Student physical and mental health will be imported.
CO2. Student will have social skills, such as teamwork, communication, and problem-solving.
CO3. Students will foster a sense of fair play and respect for rules.
CO4. Students will be able to manage stress, build self-confidence, and develop a positive self-image.
CO5. Students will have leadership skills, such as decision-making, goal-setting, and communication.

IIMTU-NEP IMPLEMENTATION
Year : III / Semester : VI

Programme: UG Class: BA(JMC)	Year: III Semester: VI
Credits : 4 Theory : 4 Practical : 0	Subject: MEDIA LAW AND ETHICS
Course Code: BAJMC-361	Title: MEDIA LAW AND ETHICS

Course Objectives: On completion of the course, students should be able:
1. To provide understanding about the Indian constitution.
2. To familiarize students with the fundamental rights and duties.
3. To know critical aspects of Press laws and media related laws.
4. To develop the critical approach towards correlation between Indian constitution, democracy and media.
5. To encourage the students for use the media as a freedom of expression tool.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L:4
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	Introduction of the Constitution Preamble of the constitution Salient features of Constitution Amendments in Constitution Special provisions	10-12
II	Fundamental rights Directive principles of state policies Fundamental duties Emergency powers Media Response to Contemporary Challenges (Ref. Point: Newspaper, Magazines, Journals and TV Coverage)	10-12
III	Press in India Media laws: Introduction Significance of media laws Freedom of expression in context of media Role of media laws and their application	10-12
IV	Working Journalist Act Copyright Act. Contempt of court IT Act Right to Information Act	10-12

V	Main Provisions of IPC and CRPC Official secret Act, Press Council Act Press and Registration of Book Act Prasar Bharti Act Code of Ethics	10-12

Reference / Text Books:
1. Law of the Press in India, Durga das Basu, Prentice Hall, London, 1980.
2. Law of Contempt of Court in India, B. S. Nayar, Atlantic New Delhi, 2004
3. Massmedia Law and Regulation in India AMIC publication.
4. Bharat mein Pravesh vidhi by Surendra Kumar & Manas Prabhakar.
5. Mass media law and regulation in India, Venkat Aiyer, AMI Cpublication.
6. K.S.Venkateswaran, Mass Media law and Regulations in India, Published by AMIC.

If the course is available as Generic Elective then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over English and Hindi

Course Learning Outcomes: On completion of this course:
CO1. Students will have understanding of our Indian Constitution.
CO2. Student will have knowledge about legal aspects of the media audits values.
CO3. Students will have an overview of recent changes and challenges of media regulation.
CO4. Students will have understanding about how media laws and ethics empower media practitioners to perform their duties with commitment.
CO5. Students will encourage the students for use the media as a freedom of expression tool.

IIMTU-NEP IMPLEMENTATION
Year : III / Semester : VI

Programme: UG Class: BA(JMC)	Year: III Semester: VI
Credits : 4 **Theory : 4** **Practical : 0**	**Subject: INTRODUCTION TO COMMUNICATION RESEARCH**
Course Code: **BAJMC-362**	**Title: INTRODUCTION TO COMMUNICATION RESEARCH**

Course Objectives: On completion of the course, students should be able:
1. To impart the definitions and basic concepts of research and communication research.
2. To understand the need, role, importance functions and ethics of research.
3. To know the role of media metrics in communication Research.
4. To know the various methods of research.
5. To impart the knowledge of basics of statistics.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L:4
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	Definitions and basic concept of research Communication research Media research Social research Difference between communication research, media research and social research.	10-12
II	Need for research Role of research Importance of research Functions of research Ethics of research	10-12
III	Research Topic, Scientific Approach, Systematization Comparison, evaluation and variables Measurability, Scales, Objectivity Validity, Authenticity and reliability Researchable Problem and Justifications	10-12
IV	Census Method Sampling Method Probability Sampling Non-Probability Sampling Quantitative Method	10-12

V	Concept of Statistics	10-12
	Importance of statistics in research	
	Role of Media Metrics in communication and Media Research	
	Measures of central tendencies in communication and media research	
	Measures of dispersion in communication and media research	

Reference / Text Books:
1. 'An Introduction to Qualitative Research' By Uwe Flick. London: Sage Publications.
2. 'Communication Research: Issues and Methods,' By J.A Anderson New York: Mc. Graw-Hill 'Doing Media Research: An Introduction' By S. H. Priest. USA: Sage Publications.
3. 'Foundations of Behavioural Research' By F. N. Kerlinger. Delhi: Surjeet Publications.
4. 'Mass Media Research: An Introduction' By Roger D. Wimmer & Joseph R. Dominick. USA: Wadsworth Publishing Company.
5. 'Media Metrics: An Introduction to Quantitative Research in Mass Communication.' By Manoj Dayal. Delhi: Sage Publications.
6. 'Media Research Techniques' By Arthur Asa Berger. USA: Sage Publications
7. 'Media Shodh' By Manoj Dayal. Panchkula: Haryana Sahitya Akademi.
8. 'Research Methodology' By Prasant Sarangi. Delhi: Taxman Publication.
9. 'Research Methodologies-Methods and Techniques' By C. R Kothari Delhi: New Age International Publishers.
10. 'The Essential Guide to Doing Your Research Project' By Leary O. Zina, London: Sage Publications.

If the course is available as Generic Elective then the students of following departments may opt it. Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1. Class tasks/ Sessional Examination	10
2. Presentations /Seminar	10
3. Assignments	5
4. Research Project Report	
Seminar On Research Project Report	
5. ESE	75
Total:	**100**

Prerequisites for the course: Command over English and Hindi

Course Learning Outcomes: On completion of this course:
CO1. Students will have the basic understanding about research and communication research.
CO2. Students would gain knowledge about the need, role importance, functions and ethics of research.
CO3. Students will know the role of media metrics in communication Research.
CO4. Students will be able to use various research methods and types according the research needs.
CO5. Students will be able to conduct research competently.

IIMTU-NEP IMPLEMENTATION
Year : III / Semester : VI

Programme: UG	**Year: III**
Class: BA(JMC)	**Semester: VI**
Credits : 3 **Theory : 0** **Practical : 3**	**Subject: PRACTICAL** **(Profile Study)**
Course Code: **BAJMC-363P**	**Title: PRACTICAL** **(Profile Study)**

Course Objectives: On completion of the course, students should be able:
1. To engage the student in research project.
2. To acquire the knowledge of field studies and field visits.
3. To inculcate the art of interview and meeting the people for the purpose of media reports.
4. To teach techniques of survey research.
5. To assess the progress of the project of the government and other agencies.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core Practical

Minimum Passing Marks/Credits: 50% Marks / 3 Credits

L:
T:
P: 6 (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	Conduct Content Analysis of Newspaper/Radio/TV/New Media on any topic consulted by his/her teacher	8-10
II	Feedback and Feed Forward Study	8-10
III	Case Study on any topic	8-10
IV	Survey Research	8-10
V	Presentation	8-10

Reference / Text Books:
1. 'Basics of Project Management.' IES Master Publication.
2. 'Media Metrics: An Introduction to Quantitative Research in Mass Communication.' By Manoj Dayal. Delhi: Sage Publications.
3. 'Media Shodh' By Manoj Dayal. Panchkula: Haryana Granth Akademi
4. 'Research Methodology Concepts and 'By Deepak Chawla and Neena Sondhi. Delhi: Vikas Publishing House.
5. 'The Essential Guide to Doing Your Research Project' By Leary O. Zina, London: Sage Publications.
6. 'The Foundation Center's Guide to Proposal Writing.' By Jane C Geever. Foundation Center Publication.
7. 'Writing Successful Grant Proposals' By Ellen W. Gorsevski. Sense Publishers.

If the course is available as Generic Elective then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	100
Prerequisites for the course: Command over English and Hindi	
Course Learning Outcomes: On completion of this course: CO1. Students will engaged in research project. CO2. Students will acquired the knowledge of field studies and field visits. CO3. Students will learn the art of interview and meeting the people for the purpose of media reports. CO4. Students will know techniques of survey research. CO5. Students will able to assess the progress of the project of the government and other agencies.	

IIMTU-NEP IMPLEMENTATION
Year : III / Semester : VI

Programme: UG	Year: III
Class: BA(JMC)	Semester: VI
Credits : 3 Theory : 0 Practical : 3	Subject: PRACTICAL (Audio Visual Production)
Course Code: BAJMC-364P	Title: PROJECT (Audio Visual Production)

Course Objectives: On completion of the course, students should be able:
1. To polish students' skills of Audio-Visual programme production.
2. To know new treads in Audio-Visual programme production.
3. To develop the skills of writing for audio-video programme.
4. To learn the process of making short film.
5. To know the art of content making of Audio-Visual Production.

Nature of Paper: Core/DSE/SEC/GE/AECC : Core Practical

Minimum Passing Marks/Credits: 50% Marks / 3 Credits

L:
T:
P: 6 (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	Television Programme Production : All the Students have to prepare :- TV News Package , Talk, Script for a Documentary , TV Interview (one each)	8-10
II	Prepare a Short Movie on any Current issue or Documentary on his/her Institute	8-10
III	All the Students have to prepare 5 minutes news bulletin	8-10
IV	All the students have to prepare : Script for Radio Play, Radio Feature, Radio Talk (05 Minute),	8-10
V	Radio Interview (One Each)	8-10

Reference / Text Books:
1. 'Basics of Project Management.' IES Master Publication.
2. 'Media Metrics: An Introduction to Quantitative Research in Mass Communication.' By Manoj Dayal. Delhi: Sage Publications.
3. 'Media Shodh' By Manoj Dayal. Panchkula :Haryana Granth Akademi
4. 'Research Methodology Concepts and 'By Deepak Chawla and Neena Sondhi. Delhi: Vikas Publishing House.
5. 'The Essential Guide to Doing Your Research Project' By Leary O. Zina, London: Sage Publications.
6. 'The Foundation Center's Guide to Proposal Writing.' By Jane C Geever. Foundation Center Publication.
7. 'Writing Successful Grant Proposals' By Ellen W. Gorsevski. Sense Publishers.

If the course is available as Generic Elective then the students of following departments may opt it. Not Applicable	
Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	100
Prerequisites for the course: Command over English and Hindi	
Course Learning Outcomes: On completion of this course: CO1. Students will have the skills of Audio-Visual programme production. CO2. Students will have knowledge of new treads in Audio-Visual programme production. CO3. Students will develop the skills of writing for audio-video programme. CO4. Students will have practically experience of film making so that they can make film or short film. CO5. Students will have acquired the art of content making of Audio-Visual Production.	

IIMTU-NEP IMPLEMENTATION
Year : III / Semester : VI

Programme: UG		Year: III
Class: BA(JMC)		Semester: VI
Credits : 2 Theory : 0 Practical : 2	Subject: Research Project (Current Affairs)	
Course Code: BAJMC-365P	Title: Research Project (Current Affairs)	

Course Objectives: On completion of the course, students should be able:
1. To impart the extensive knowledge about contemporary activities at local, regional, national and international level about socio –economic issues.
2. To develop the extensive knowledge about political issues.
3. To inculcate the extensive knowledge about t educational and cultural issues.
4. To impart the extensive knowledge about religious and spiritual issues.
5. To encourage students to adopt analytical approach towards current news.

Nature of Paper: Core/DSE/SEC/GE/AECC : RP

Minimum Passing Marks/Credits: 50% Marks / 2 Credits

L:
T:
P: 4 (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	Contemporary activitiesat local, regional, national and international General knowledge and general awareness at : Local level about socio-economic issues Regional level about socio-economic issues National level about socio-economic issues International level about socio-economic issues	6-8
II	Contemporary activities at local, regional, national and international level about political issues General knowledge and general awareness at : Local level about political issues Regional level about political issues National level about socio-economic issues International level about socio-economic issues	6-8
III	Contemporary activities at local, regional, national and international level about educational and cultural issues General knowledge and general awareness at : Local level about educational and cultural issues Regional level about educational and cultural issues National level about educational and cultural issues International level about educational and cultural issues	6-8

IV	Contemporary activities at local ,regional, national and international level about religious and spiritual issues General knowledge and general awareness at : Local level about religious and spiritual issues Regional level about religious and spiritual issues National level about religious and spiritual issues International level about religious and spiritual issues	6-8
V	Contemporary activities at local, regional, national and international level about media-related issues General knowledge and general awareness at : Local level about media-related issues Regional level about media-related issues National level about media-related issues International level about media-related issues	6-8

Reference / Text Books:
1. 'Arihant Current Affairs' (Latest edition)'Basic General Knowledge' (Latest edition). By V. V. K. Subburaj. Publication of Sura College Competetion.
2. 'Basic General Knowledge' (Latest edition). By V. V. K. Sub buraj. Publication of Sura College Competition.
3. 'General Knowledge' (Latest edition): India & World. By Saumya Ranjan Behera. Max curious Publications
4. 'General Knowledge' (Latest edition) By Manohars Pandey (Online publication).

If the course is available as Generic Elective then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	75
Seminar On Research Project Report	
5) ESE	
Total:	**100**

Prerequisites for the course: Command over English and Hindi

Course Learning Outcomes: On completion of this course:
CO1. Students will have the extensive knowledge about contemporary activities at local, regional, national and international level about socio –economic issues.
CO2. Students will be able to critical analysis political issues and can develop independent thoughts.
CO3. Students will know all kind of education system of India and world. He/She can be discuss on educational and cultural issues.
CO4. Students will have knowledge about religious and spiritual issues.
CO5. Students will be involved in analytical approach towards current news/affairs.

IIMTU-NEP IMPLEMENTATION
Year : III / Semester : VI

Programme: UG	Year: III
Class: BA(JMC)	Semester: VI
Credits : 4 Theory : 0 Practical : 4	Subject: INTERNSHIP
Course Code: BAJMC-366P	Title: INTERNSHIP

Course Objectives: On completion of the course, students should be able:
1. To learn about the working culture of media house.
2. To know about the code of conduct and ethics of production.
3. To develop the understanding to analyze the various roles and responsibilities as a journalism student.
4. To encourage the students for develop a professional network.
5. To make them absorb working environment of media houses.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core Practical

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L:
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit   (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures
	Students will submit and present their Internship report to the department.	

Reference / Text Books:

If the course is available as Generic Elective then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	75
5) ESE	
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1. Students will have experience about the working culture of media house.
CO2. Students will have knowledge about the code of conduct and ethics of media production.
CO3. Students will be able to analyze the various roles and responsibilities as a journalist and media professionals.
CO4. Student will encouraged the students for develop a professional network.
CO5. Students will absorbed working environment of media houses.

IIMTU-NEP IMPLEMENTATION
Year : III / Semester : VI

Programme: UG	**Year: III**
Class: BA(JMC)	**Semester: VI**
Credits : NC **Theory : 0** **Practical : 0**	**Subject: Industrial Visits/Seminar or** **Presentation based on the Reports of visits**
Course Code: **NECC-361**	**Title: Industrial Visits/Seminar or** **Presentation based on the Reports of visits**

Course Objectives: On completion of the course, students should be able:
1. To provide students with an opportunity to gain a better understanding of the industry and the challenges faced by it.
2. To provide students with an opportunity to network with industry professionals and gain insights into the industry.
3. To teach social interaction and networking with professionals.
4. To improved communication and interpersonal skills of students.
5. To develop the skills required to succeed in the industry.

Nature of Paper: Core/DSE/SEC/GE/AECC: SEC

Minimum Passing Marks/Credits: 50% Marks

L:
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	Seminars and industrial trips are excellent ways to develop student's skills. They offer a chance to educate oneself on the most recent methods and technologies employed in the sector. Students can have a better understanding of the workplace and the difficulties faced by the business by visiting a company or factory. Students can learn more about the industry and the difficulties it faces by attending seminars and giving presentations based on reports of trips. This can assist them in acquiring the abilities needed to excel in the field. Assessment shall be activities and the viva based and it will carry 25 Marks. The assessment will be done by Internal Examiners.	

Reference / Text Books:
NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	
Total:	25

Prerequisites for the course: Basic knowledge of computer and software

Course Learning Outcomes: On completion of this course:
CO1. Students' knowledge will be improved about the industrial environment and the processes.
CO2. After this course students will be able to identify and analyze problems in the industrial environment.
CO3. Student would be able to work in teams and collaborate with colleagues.
CO4. Students will have qualities of critically and creatively analysis.
CO5. Students will develop the skills required to succeed in the industry.

IIMTU-NEP IMPLEMENTATION
Year : III / Semester : VI

Programme: UG	**Year: III**
Class: BA(JMC)	**Semester: VI**
Credits : NC **Theory : 0** **Practical : 0**	**Subject: University Social Responsibility (USR)**
Course Code: **NECC-362**	**Title: University Social Responsibility (USR)**

Course Objectives: On completion of the course, students should be able:
1. To provide students with an understanding of the concept of social responsibility and its importance in the modern world.
2. To equip students with the skills and knowledge necessary to effectively engage in community outreach activities.
3. To develop students' understanding of the various forms of community outreach and their potential impact on society.
4. To provide students with the opportunity to develop their leadership and communication skills through community outreach activities.
5. To encourage students to develop their own community outreach projects and initiatives.

Nature of Paper: Core/DSE/SEC/GE/AECC: SEC

Minimum Passing Marks/Credits: 50% Marks

L:
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	Students who complete this course will have a better knowledge of the University Social Responsibility (USR) and its significance in the contemporary world. In addition to learn how to utilize USR as a tool for improving their skills and knowledge, students will also learn how to establish and implement USR programmes in their local communities. The course will address subjects such as the origin and growth of USR, the functions of academic institutions within USR, the value of community involvement, and the effects of USR on the neighborhood. Additionally, students will learn how to create and carry out USR initiatives in their neighborhood and how to utilize USR as a tool to advance their knowledge and skills. Assessment shall be activities and the viva based and it will carry 25 Marks. The assessment will be done by Internal Examiners.	

Reference / Text Books:
NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
Seminar On Research Project Report	
5) ESE	
Total:	25

Prerequisites for the course: Basic knowledge of computer and software

Course Learning Outcomes: On completion of this course:

CO1. Students will have the understanding about social responsibility and its importance in the community.

CO2. Students will have knowledge of various forms of community outreach activities and their impact on the community.

CO3. Students will have skills that necessary to effectively plan, implement, and evaluate community outreach initiatives.

CO4. Students will have understanding of the importance of diversity and inclusion in community outreach.

CO5. Students will encourage students to develop their own community outreach projects and initiatives

IIMTU-NEP IMPLEMENTATION
Year : III / Semester : VI

Programme: UG	**Year: III**
Class: BA(JMC)	**Semester: VI**
Credits : 2 **Theory : 2** **Practical : 0**	**Subject: MOOCs/Swayam/ NPTEL**
Course Code: **NECC-364**	**Title: MOOCs/Swayam/ NPTEL**

Course Objectives: On completion of the course, students should be able:
1. To gain extra knowledge with regular courses.
2. To help students develop their problem-solving skills.
3. To develop students develop their critical thinking skills
4. To enhancing digital literacy among students.
5. To develop the learning aptitude for new courses and programmes.

Nature of Paper: Core/DSE/SEC/GE/AECC: SEC

Minimum Passing Marks/Credits: 50% Marks / 2 Credits

L:
T:
P: 2 (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	In order to improve skills and maintain competitiveness in the job market, online courses like Moocs and Swayam are becoming more and more crucial. As technology has developed, more and more organizations are seeking candidates who can use the newest tools and technologies. It is possible to swiftly and conveniently learn these abilities through online courses. Students can acquire the knowledge and skills necessary to thrive in their chosen fields by enrolling in online courses with their regular programme. Students can learn important industry knowledge and develop contacts that will aid them in their career by enrolling in courses with other professionals. Assessment shall be activities and the viva based and it will carry 25 Marks. The assessment will be done by Internal Examiners.	

Reference / Text Books:
NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	20
2) Presentations /Seminar	20
3) Assignments	10
4) Research Project Report	
Seminar On Research Project Report	
5) ESE	
Total:	50
Prerequisites for the course: Basic knowledge of computer and software	
Course Learning Outcomes: On completion of this course: CO1. Student will have problem-solving skills. CO2. Student will able critical thinking skills CO3. Student will be well knowledge of digital technologies. CO4. Student will have extra knowledge with regular courses. CO5. Student will develop the learning aptitude for new courses and programmes.	

IIMTU-NEP IMPLEMENTATION
Year : III / Semester : VI

Programme: UG **Class: BA(JMC)**	**Year: III** **Semester: VI**
Credits : NC **Theory : 0** **Practical : 0**	**Subject: Sports**
Course Code: **SPT-361**	**Title: Sports**

Course Objectives: On completion of the course, students should be able:
1. To promote physical fitness and health.
2. To develop teamwork and social skills.
3. To foster a sense of fair plays and respect for rules.
4. To provide enjoyment and a sense of accomplishment.
5. To promote sportsmanship and camaraderie.

Nature of Paper: Core/DSE/SEC/GE/AECC: SEC

Minimum Passing Marks/Credits: 50% Marks

L:
T:
P: 2 (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	The psychological aspects of sport, such as motivation, goal-setting, and performance improvement, will be covered in this course. Sport-related physical exercise helps the students to maintaining a healthy weight, building strong bones and muscles, and lowering their risk of contracting chronic illnesses including heart disease, diabetes, and some types of cancer. Sport can aid pupils in reducing stress, boosting confidence, and creating a positive self-image. Additionally, it can aid in the development of social abilities like cooperation, communication, and problem-solving. Students who play sports can improve their leadership abilities, including communication, goal-setting, and decision-making. Their future careers will benefit from these talents. Assessment shall be activities and the viva based.	

Reference / Text Books:
NOT APPLICABLE
If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	20
2) Presentations /Seminar	20
3) Assignments	10
4) Research Project Report	
Seminar On Research Project Report	
5) ESE	
Total:	50

Prerequisites for the course: Basic knowledge of computer and software

Course Learning Outcomes: On completion of this course:
CO1. Student physical and mental health will be imported.
CO2. Student will have social skills, such as teamwork, communication, and problem-solving.
CO3. Students will foster a sense of fair play and respect for rules.
CO4. Students will be able to manage stress, build self-confidence, and develop a positive self-image.
CO5. Students will have leadership skills, such as decision-making, goal-setting, and communication.

School of Media, Film & Television Studies

ACADEMIC HANDBOOK

ORDINANCE & ACADEMIC REGULATION
(As per National Education Policy-2020 & UGC Regulation)
MASTER OF ARTS
(JOURNALISM AND MASS COMMUNICATION)
MA(JMC)
Academic Session 2024-25

CONTENT

1. **PREAMBLE**

Master of Arts in Journalism &Mass Communication MA(JMC) is a two year postgraduate degree programme that offers CBCS based curriculum divided into four semesters. The programme develops accordingly NEP that covers core papers, discipline specified elective papers and general elective papers, skills enhancement course, ability enhancement compulsory courses and other for provide multidisciplinary flexible curriculum.

School of Media, Film & Television Studies is running MA(JMC) covers the all aspects of media (Print, Electronic & Web). These programmes also includes the allied aspects of Media like Public Relations, Advertising, Communication Research, Computer Application, Media Law, Mass Media Writing Skills, Polity, Society, Indian Constitution, Development Communication etc. The School has well equipped Studio with Audio and Audio-Visual Recording & Editing facilities and Smart Class Rooms with LCD Projectors. The School organizes the visits to Newspaper Offices and TV Channels time to time to acquaint the students with practical aspects of Media and for interface with eminent Media personalities. The following exercises/activities are specially included in MA (JMC) study Programme-

1. Script Writing (Print, TV, Radio, Digital Media)
2. On spot Reporting
3. News Writing and Editing
4. Page Making/Designing
5. Camera Handling and Photography
6. TV Room Exercises and TV Production
7. Documentary Film Production
8. Short Film Production
9. Videography
10. Video Editing
11. Anchoring & News Reading
12. Cartoon Making
13. Advertising
14. Public Relations
15. Debate and Discussions
16. Visits to Newspaper offices and TV Channels
17. Guest Lectures, Workshops, Quiz etc.
18. Power Point Presentations
19. Hindi & English Typing
20. Study Material and Books etc.

This Ordinance shall apply to the Master of Arts in Journalism and Mass Communication degree.

- Name of the course is Master of Arts in Journalism and Mass Communication
- Short title of the course is MA(JMC)

2. **DEFINITIONS AND NOMENCLATURE**

In these Regulations, unless the context otherwise requires:
1. "Programme" means Degree Programme like MA(JMC).
3. "Course" means a theory or practical subject that is normally studied in a semester.
4. "Vice - Chancellor of IIMT-University" means the Head of the University.
5. "Registrar" is the Head of all Academic and General Administration of the University.

6. "Dean" means the authority of the school who is responsible for all academic activities of various programmes and implementation of relevant rules of these Regulations pertaining to the Academic Programmes.

7. "Controller of Examinations" means the authority of the University who is responsible for all activities related to the University Examinations, publication of results, award of grade sheets and degrees.

8. "Dean - Student Welfare" is responsible for all student related activities including student discipline, extra and co - curricular activities, attendance and meetings with class representatives, Student Council, and parent - teacher meet.

9. "HoD" means the Head of the Department concerned.

10. "University" means IIMT-University, Meerut.

11. "TCH" means Total Contact Hours - refers to the teaching - learning periods.

12. "DEC" means Department Exam Committee.

13. "BoS" means Board of Studies.

14. "ACM" means Academic Council Meeting the highest authoritative body for approval of all Academic Policies.

15. "Class Co-ordinator" is a faculty of the class who takes care of the attendance, academic performance, and the general conduct of the students of that class.

16. "IA" is Internal Assessment which is assessed for every student for every course during the semester.

17. "ESE" is End Semester Examination conducted by the University at the End of the Semester for all the courses of that semester.

18. "UGC" means University Grants Commission.

19. "MHRD" means Ministry of Human Resource Development, Govt. of India.

20. "AICTE" means All India Council of Technical Education.

21. "HEI" means Higher Education Institutions.

3. VISION AND MISSION OF THE SCHOOL

3.1 VISION:

We offer a comprehensive curriculum combining theoretical knowledge and practical skills to foster innovation, critical thinking, and ethical responsibility. Our goal is to shape future media leaders with expertise in mass media, leadership, and writing, while promoting sustainability, human rights, and global well-being.

3.2 MISSION:

1. 1. Our mission is to offer the best Media Education by striking a balance between theoretical learning and practical experience.

2. We foster creative thinking and cultivate value-oriented, highly skilled media professionals.

3. SOMFT guides talented minds in the right direction, enriching the media industry with positivity.

4. Our students are well-equipped with expertise in journalistic techniques and public relations skills.

5. Mass Communication is a multidisciplinary and versatile field of study, preparing students for employment and self-employability. We encourage students to explore new start-ups and entrepreneurship in media.

6. SOMFT is committed to instilling moral values and a sense of social responsibility in our students.

4. PROGRAM EDUCATIONAL OBECTIVES (PEOs)

PEO1: The program is to encourage students to demonstrate a high level of proficiency in research, writing, and multimedia storytelling, as well as possess the ability to adapt to new technologies and emerging media platforms.

PEO2: The program aims to equip students with the necessary tools to effectively navigate the ever-evolving field of journalism and mass communication, while also promoting a global perspective and intercultural understanding.

PEO3: With a strong emphasis on practical experience and industry internships, the program is to develop students as will enter the media industry with a deep understanding of its inner workings and be well-prepared to navigate its challenges and opportunities.

PEO4: The program is to impart the students with the ability of ethical decision-making, ensuring that they adhere to professional standards and uphold the principles of integrity and fairness in their reporting.

PEO5: By instilling a strong sense of social responsibility, the program encourages students to use their platform to promote positive social change and advocate for marginalized communities.

PEO6: To understand and involved in necessary self-learning activities (NPTEL, online courses, short course, workshops, conferences, seminars, symposiums etc) throughout life, through self-paced and self-directed learning aimed at personal development, up-skill and re-skill.

5. PROGRAM OUTCOMES (POs)

PO1: Disciplinary Knowledge-Students will develop critical understanding about concept, principals and theories of mass communication. Students would able to express knowledge and understanding of journalistic principles, history and practices in various media formats.

PO2: Problem Solving-Students would know the techniques of media form planning to publishing/broadcasting. The program is to developing proficiency in researching, interviewing, writing, editing, and producing content that meets media professional standards.

PO3: Reflective Thinking-Students will able to create content for all media formats like Print, Radio, Television, films and Digital Media.

PO4: Modern Tool Usage-The program also aims to equip students with technical skills and knowledge of various media tools and software, such as video editing software, graphic design programs, and social media management platforms.

PO5: Leadership Readiness/Qualities-Students will have the required public relations and advertising skills for various industries.

PO6: Cooperation/Team Work-Students will be familiar with the social responsibilities of media. He/She will able to cater local, regional, national and international needs. This programme will develop skills and sense of belonging to all section of society and encourage to take action for uplifting them.

PO7: Self-directed Learning-Students will able to opt entrepreneurship.

PO8: Lifelong Learning-Students will be sensitive towards environment and social issues. He/She will aware about the sustainable goals of United Nations Organization.

6. **PROGRAM SPECIFIC OUTCOME (PSOs)**

PSO1: The students get the required skills for print media like reporting, writing, editing, print software quark express and Indesign etc.

PSO2: Students get to know the different aspects of electronic media.

PSO3: Students learn how to use the audio-video equipments for production.

PSO4: Students get familiar with the various media production softwers.

PSO5: Students get to know the technical aspects all media setups.

PSO6: Students learn the creative writing skills for films, radio, television and digital platforms.

PSO7: Students learn the important aspects of social media.

PSO8: Students get to know the media laws and ethics.

PSO9: Students will get encouraged for self-employment.

PSO10: Students will aware of social, cultural and environmental issues.

7. **ADMISSION**

The admission policy and procedure shall be decided time to time by the University based on the guidelines issued by the UGC/NEP/AICTE/ Ministry of Education (MoE),GOI.

Seats are also made for Non-Resident Indians and foreign nationals, who satisfy the admission eligibility norms of the University. The number of seats in each of the MA(JMC) degree program will be decided by the University as per the directives of AICTE/ UGC / MOE, Government of India, considering the market demands.

7.1   INTAKE CAPACITY
- Intake capacity is 20

8.   ELEGIBILITY
Admission Eligibility:
- Graduation or equivalent from any recognized University by UGC in any branch of knowledge and should have obtained at least 45% marks (relaxation according to reservation policy as per norms) in the qualifying examination.
- A one year (2 semesters) Post Graduation Diploma of study in the chosen discipline or field, including vocational and professional areas form any UGC recognized University/Institution for the lateral admission in MA(JMC) Second Year.
- An Academic Bank of Credit (ABC) has been established which would digitally store the academic credits earned from various recognised HEIs so that the degrees from an HEI can be awarded taking into account credits earned.

9.   CURRICULUM
For the purpose of awarding degrees, the curriculum for MA(JMC) programs is structured to have a minimum of credits and NCC (Non-credit Audit Courses) as specified in the evaluation scheme approved by the university's Board of Studies and spread out across four semesters of study.
Under CBCS, the degree program will consist of the following categories of courses:
1.   Core theory Course- CC
2.   Skill Enchantment Course – SEC
3.   Generic Elective Course – GEC
4.   Discipline Specific Elective – DSE
5.   Ability Enhancement Compulsory Courses – AECC
6.   Practical Core Courses- PCC
7.   Research Project-RP (Minor & Major)
8.   Internship (Industrial/Research)
9.   MOOCS
10.   Minor Certification Integrated with PG Degree

10.   MEDIUM OF INSTRUCTION
The medium of instruction is ENGLISH & HINDI for all courses, examinations, seminar presentations and project reports.

11.   CHOICE BASED CREDIT SYSTEM (CBCS)/LOCF/OBE
The university follows a flexible Choice Based Credit System and Slot based table. The student is given the option of selecting the number of credits to undergo in a semester, subject to the curriculum requirements of minimum and maximum. Accordingly, the students shall be given the option for selecting their courses (GE & DSE). Under CBCS, the degree programme will consist of the following categories of courses:

Table 1. Distribution of Credits (Evaluation Scheme)

S.N.	Category	
1	Core theory Course- CC	
2	Skill Enhancement Course – SEC	
3	Generic Elective Course – GEC	
4	Discipline Specific Elective – DSE	
5	Ability Enhancement Compulsory Courses– AECC	As format 1 & 2 of CBCS
6	Practical Core Courses- PCC	
7	Research Project-RP (Minor & Major)	
8	Internship (Industrial/Research) MOOCS	
9	Minor Certification Integrated with UG Degree	

12. REGISTRATIONS FOR COURSES IN A SEMESTER

A student will be eligible for registration of courses only if he/she satisfies the regulation (progression), and has cleared all dues to the University, Hostel and Library up to the end of the previous semester if student is not debarred from enrolment on disciplinary grounds. Except for the first-year courses, registration for a semester will be done during a specified week before the start of the semester as per the Academic Calendar.

Late registration /enrolment will be permitted by the Dean of the School for genuine cases, on recommendation by the Head of the respective department, with a late fee as decided from time to time.

13. ATTENDANCE

The faculty handling a course must finalize the attendance, 3rd calendar days before the last instructional day of the course and submit to the Dean/HoD through the class teacher.

- A student with less than 75% attendance (Total Contact Hours -"TCH") in any course, will not be permitted to appear for the end-semester examination in that course, irrespective of the reason for the shortfall of the attendance. The student is however permitted to avail Academic Leave up to 10% for attending academic related activities like, Industrial Visits, Seminars, Conferences, Competitions etc., with the prior approval of the Dean/HoD. After the event, the student should submit the relevant documents for proof to the HoD for approval of the Academic Leave.

- The remaining 25% allowance in attendance is given to account for activities under NCC/NSS / Cultural / Sports/ Minor Medical exigencies etc.

- A student with an attendance ("TCH" - Total Contact Hours) between 40% and 75% in any course will fall under the category "CO (Carry Over)", which means Repeat the Course during the Summer / Winter break. Students under "CO (Carry Over)" category will not be permitted to attend the Regular End Semester Examinations for that course. During the Summer / Winter break, the regular courses of the respective semester will be offered as Summer/Winter Courses, to enable the students to get required attendance and internal assessment marks to appear in the Repeat examination.

- Students under "CO (Carry Over)" category in any course shall attend, the immediately following Summer / Winter course. The detailed schedule of the Summer / Winter courses offered in every semester will be announced during the end of that semester. The student who has obtained "CO (Carry Over)" has to select their appropriate slots and courses, optimally to attend the courses. The student, whose attendance falls below 40% for a course in any semester, will be categorized as "RA", meaning detained in the course for want of attendance and they will not be permitted to write the End Semester Exam for that course. The procedure for repeating the course categorized as "RA".

13.1 CONDONATION FOR MEDICAL CASES

For medical cases, submission of complete medical history and records with prior information from the parent / guardian to Dean (Students Welfare) is mandatory. The assessment of such cases will be done by the attendance sub-committee on the merit of the case and put-up recommendations to the Vice-Chancellor. Such condonation is permitted only twice for a student in the entire duration of the program. The Vice-Chancellor, based on the recommendation of the attendance sub-committee may then give condonation of attendance, only if the Vice-Chancellor deems it fit and deserving. But in any case, the condonation cannot exceed 10%.

13.2 ADDITIONAL CONDONATION

Additional condonation may be considered in rare and genuine cases which includes, approved leave for attending select NCC / Sports Camps, cases requiring prolonged medical treatment and critical illness involving hospitalization. For such select NCC / Sports Camps prior permission for leave shall be obtained by the respective faculty coordinator / Director of sports from the designated authority, before deputing the students.

14. ASSESSMENT PROCEDURE

14.1 Internal & External Assessment Marks

MA(JMC) programme shall have two components of assessment namely:
- Internal Assessment Marks "IA": This assessment will be carried out throughout the semester as per the Academic Schedule.
- End Semester Examination Marks "ES": This assessment will be carried out at the end of the Semester as per the Academic Schedule

Table 2: Weightage of the IA and ES for various categories of the courses.

S.N	Category of Courses	IA Weightage	IA Minimum	ESE	ESE Minimum	Passing minimum (IA + ESE)
1	Theory Course	25%	50%	75%	30%	40%
2	Practical Course	25%	50%	75%	50%	50%
3	Design/ Semester Project	25%	50%	75%	50%	50%
4	Research Project	25%	50%	75%	50%	50%

(Major & Minor) /Internship and Viva Voce					

Theory Course Assessment Weightages

The general guidelines for the assessment of Theory Courses shall be done on a continuous basis is given in Table 3.

Table 3: Weightage for theory Assessment:

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report, Seminar On Research Project Report	
5) ESE	75
Total:	**100**

14.2. Practical's Assessment Weightage

For practical courses, the assessment will be done by the course teachers as below:

Assignment/Observation / lab records and viva as approved by the Department Exam Committee "DEC"

a.   Internal Assessment -- 25%

b.   End Semester Examination -- 75%

Table 3 (b): Weightage for Practical Assessment:

Evaluation/Assessment Methodology	
	Max. Marks
1) Presentations /Seminar	10
2) Assignments	10
3) Research Project Report, Seminar On Research Project Report/Report	5
4) ESE	75
Total:	**100**

15.   RESEARCH PROJECT/ SEMESTER PROJECT - ASSESSMENT

The general guidelines for assessment of Project are given in Table 4.

Table 4: Assessment pattern for Research Project / Semester Project

S.No.	Review / Examination Scheme	Broad Guidelines	Max. Marks
1	First Review	Concept	10
2	Second Review	Design/Outline	10

3	Third Review	Experiment/Analysis	5
4	Final Review/ESM	Project report and Viva - Voce, Results and Conclusion	75
Total:			**100**

* Note - Novel Ideas shall be protected by IP Filling (Patent / Design / Copyright).

16.   INTERNSHIP

A student has to compulsorily attend Summer / Winter internship during 2nd year for a minimum period of 15 days. In lieu of Summer / Winter internship, the student is permitted to register for undertaking case study / project work under a faculty of the University and carry out the project for minimum period of 15 days. In both the cases, the internship report in the prescribed format duly certified by the faculty in-charge shall be submitted to the HoD. The evaluation will be done through presentation and viva. The course will have a weightage as defined in the respective curriculum.

The assessment will be graded "Satisfactory/Not Satisfactory" and grades as Pass/Fail will be awarded. The Assessment will be done based on the respective assessment rubrics issued by the Head of the Department.

17.   FOR NON – CREDIT COURSES / AUDIT COURSES

The assessment will be graded "Satisfactory/Not Satisfactory" and grades as Pass/Fail will be awarded. The Assessment will be done based on the respective assessment as per rubrics issued by the Head of the Department. A student securing less than the minimum specified internal assessment marks in any course will not be permitted to appear for the end-semester examination in that course and will be graded under "CO (Carry Over)" category for that course. This will be denoted in the grade sheet as "CO (Carry Over)", till the course is successfully completed in the subsequent semester(s).

18.   CREDIT WEIGHTAGE

- Credits are the weightages, assigned to the courses based on the following general pattern:
  One Hour 1 credits.
  Two Hour Practical 1 credits.

- Credits are the weight ages, assigned to the courses based on the following general pattern:
  One Lecture period per week 1 credits.
  One Tutorial period per week 1 credits.
  One period of Practical per week 0.5 credits.

- Credits transfer will be accepted by the school as per govt instructions

19.   MAXIMUM DURATION OF PROGRAMME/PROMOTION POLICY

A student may complete the program at a slower pace than the regular pace, but in any case, in not more than N+2 years. A student completing the degree programs in the extended period will not be eligible for university ranking.

19.1 Repeat Examinations

a. Normally, the results of the End Semester Examinations for Regular Theory courses are announced within a period of 15-20 days after the last regular examination.

b. During the even semester, the Repeat Examinations will be conducted for even semester courses and during the Odd semester the Repeat Examinations will be conducted for Odd semester courses.

c. The schedule for the Repeat Examinations will be notified through the Academic Calendar which will be published at the beginning of every academic year.

d. The students under "CO (Carry Over)" category, who have secured the requisite attendance and internal assessment marks as applicable, by successfully completing the Summer /Winter course, are eligible to register for the Repeat Examinations.

e. The students who fail to secure a pass or being absent for genuine reasons in their End Semester Examination for the regular courses are permitted to appear for the Repeat Exams by paying the prescribed fee.

f. For the Supplementary examinations the students with "F" grade in any course shall register by paying requisite fee and appear in the Repeat Examinations.

g. The students who wish to apply for the revaluation of their answer scripts (Regular/Supplementary / Repeat Examinations) should apply immediately after the announcement of results.

19.2 Temporary Withdrawal from the Programme

a. A student is permitted to take a break, up to a maximum of 2 semesters, during the entire programme to clear the backlog of arrears.

b. A student may be permitted by the Vice- Chancellor to withdraw from the entire programme for a maximum of two semesters for reasons of ill health, start – up venture or other valid reasons as recommended by a committee consisting of Head of Department, Dean of School, and Dean (Student Welfare).

19.3 Declaration of results

Declaration of results is a crucial element of the educational system of an Institute on which rests its credibility and reputation. In order to strengthen the process of result declaration it is important to incorporate the following features:

1) Timeliness of declaration of result
2) Clarity of interpretation of the Result Card
3) Comprehensive Format
4) Accessibility
5) Verifiability

19.4 Timeliness of the Result Declaration
Timeliness will made essential in case of both internal and external components of evaluation. The following table shows a timeline for formative, internal, assessments and summative assessments.

Table 5: Timeline for Formative

Formative Assessment (Internal)	
Daily Tasks	Before the next task
Weekly Tasks	Before the next task
Unit End Tests	One week
Summative Assessment (External/ Internal)	
External Components	20-30 days
Internal Components	7-10 days

19.5 Clarity of Interpretation
In the final result, having both internal and external components, it is desirable that both will be mentioned separately, followed by the overall grade. The result will be easy to comprehend. The essential will be included at the back of the result, information about the grading and credit system, interpretation of grades, and conversion of grades to percentage.

19.6 Comprehensive Format of the Report
Results reflect the achievement and competency of learners across all dimensions. A single grade, percentage or score cannot depict the entire range of achievements of a learner. The result will be comprehensive and include all aspects of learning outcomes, i.e., Academic, Social, Moral and Spiritual. University will evolve a format and granularity to suit their assessment profiles and display achievement of learners in respective areas.

19.7 Accessibility
Semester end results will be declared online for both internal as well as external components. This could be in the form of awarded letter grades only. A provision will be made in the website through an automated system whereby students can view their mark sheet through individual logins. To make the system secure, the details such as PRN, seat number will be necessary fields to view results. This will enhance the accessibility and transparency of the evaluation process and will also give the flexibility to present details of evaluation on different learning outcomes. There will be a provision to access results of preceding semesters also. The results on completion of the program will be accessible to external agencies, e.g., potential employers, other higher educational institutions, for verification of student credentials. Transcripts will be made available as and when requested.

19.8 Verifiability
Results and Academic Awards will be valid, comprehensive, and verifiable by external agencies as they have significant link with the entire career path of the students. The verifiability of results by prospective employers, HEIs and other agencies will be managed through the National Academic Depository (NAD) (http://nad.gov.in/). (As per the NAD Website, NAD is a 24X7 online store house of all academic awards i.e., certificates, diplomas, degrees, mark sheets etc. duly digitized and lodged by academic institutions / boards /

eligibility assessment bodies. NAD not only ensures easy access to and retrieval of an academic award but also validates and guarantees its authenticity and safe storage. This will enable educational institutions, students and employers' online access/retrieval/verification of digitized academic awards and shall eliminate fraudulent practices such as forging of certificates and mark-sheets).

- A student shall secure the minimum marks as prescribed in Clause 8.0 in all categories of courses in all the semesters to secure a pass in that course.

- Supplementary Examinations: If a candidate fails to secure a pass in Practical/Theory with Practical component / Design Project / Internship / Comprehension courses, due to not satisfying the minimum passing requirement ("U" grade) – as per he/she shall register for the courses by paying the prescribed fee in the subsequent semesters whenever offered by the departments. During the even semester, the supplementary exams will be conducted for even semester courses and during the odd semester the supplementary exams will be conducted for odd semester courses. He/she need not attend the contact course. However, the Internal Assessment marks secured by the candidate will be retained for all such attempts.

- A candidate can apply for the revaluation of his/her end semester examination answer script in a theory course, after the declaration of the results, on payment of a prescribed fee.

- After 2 years, the internal assessment marks obtained by the candidate will not be considered in calculating the passing requirement. A candidate who secures 40% in the end semester examination will be declared to have passed the course and earned the specified credits irrespective of the score in internal assessment marks.

- Revaluation is not permitted for Practical/Theory with Practical component/Design Project / Internship / Comprehension courses. However, only for genuine grievances as decided by the Exam Grievance Committee a student may be permitted to apply for revaluation.

- Candidate who earns required credits for award of degree after N+2 years (on expiry of extended period of 2 semesters over and above normal duration of course) he/she will be awarded only second class irrespective of his/her CGPA. However, the period approved under temporary withdrawal, if any, from the programme will be excluded from the maximum duration as mentioned above.

- Semester Abroad Programme: Students who are allowed to undergo internship or Training in Industries in India or abroad during their course work or attend any National / International Institute under semester abroad programme (SAP) up to a maximum of 2 semesters will be granted credit equivalence for the Course Work/project work done by them in the Industry /Foreign Institute as per there commendations of the credit transfer committee.

20.   MAXIMUM GAPS BETWEEN SEMESTER/YEAR

A student may be permitted by the Vice- Chancellor to withdraw from the entire programme for a maximum of two semesters for reasons of ill health, start - up venture or other valid reasons as recommended by a committee consisting of Head of Department, Dean of School, and Dean (Student Welfare).

21.   CREDIT SYSTEM & GRADING CGPA/SGPA

21.1   INTRODUCTION- CREDIT SYSTEM AND GRADING

IIMT-University implemented the UGC guidelines to all Universities in 2015 for implementation of the choice-based credit system with a view to offer students choice of courses within a program with a flexibility to complete the program by earning credits at a pace decided by the students themselves. The system allowed students to choose inter-disciplinary, intra-disciplinary courses according to their learning needs, interest and aptitude. It was considered as a cafeteria approach and was expected to provide mobility to students. As per the Current credit system practiced in institutions needs comprehensive reforms as they offer very little flexibility, choice and are less learner centric. Degrees offered today are more self-contained focusing on a specialization area and depend a lot on knowledge available with the faculty from the department only. Though the most requisite credit system does exist, wherein students are given a wide choice and flexibility, these exist as small islands in the vast ocean of thousands of educational institutes in India. In such institutions, the curriculum is frequently designed which is learner centric and offering a wide specialization area for students to pick and choose courses from. The institutions shall make attempts wherein the design of the credit system and the teaching and evaluation modes shall be the responsibility of individual course teachers. The students should have the freedom to opt for courses from other specializations and not just from their core specialization. For this there has to be stronger collaborations between departments of the University and outside.

21.2   GRADING SYSTEM

Most institutions follow the absolute grading system which is a simple procedure wherein the marks obtained by students correspond to a specific grade and grade point. It reflects the individual performance in a particular subject without any reference to the group/class. The absolute grading system has limitations and may be susceptible to some inconsistencies.

The relative grading system on the other hand provides relative performance of a student to a group/class wherein the student is ranked in a group/class on basis of relative level of achievement. In this system decisions are made in advance by the faculty members as to what proportion of students would be awarded a particular grade on the basis of their relative performance and which is done by assigning grades on basis of a normal curve. This facilitates comparative performance and eliminates negative effect of pass or fail.

Relative grading system may be used if the number of students registered for the course is at least 30. For a class of smaller size, an absolute grading scheme may be used. The statistical method may be used with adjustments to calculate the mean (M), median (Md) and standard deviation (SD) of the total marks (TM) obtained by the students registered for the course. If the mean and median coincide, the mean may be used for further computations, otherwise the

median may be used. If suppose the mean is used, then the letter grades may be awarded based on the ranges specified in table below:

21.2.1 A grading system as shown in Table 6 will be followed. Table 6: Grading system

LETTER GRADE	RANGE
A+	TM>M+1.75SD
A	M+1.25 SD $\leq$TM<M+1.75SD
B+	M+0.75 SD $\leq$TM<M+1.25SD
B	M+0.25 SD $\leq$ TM < M+0.75 SD
C+	M-0.25 SD $\leq$ TM < M-0.25 SD
C	M-0.75 SD $\leq$ TM < M-0.25 SD
D+	M-1.25 SD $\leq$ TM < M-0.75 SD
D	M-1.75 SD $\leq$ TM < M-1.25 SD
E+	M-2.0 SD $\leq$ TM < M-1.75 SD
E	M-2.25 SD $\leq$ TM < M-2.0 SD
F	M-2.25 SD > TM
CO	Carry Over (Summer / Winter) due to Attendance deficiency (between 40% and 75%) and/or I. Lack of minimum IA marks
RA	Repeat the course due to (i) Lack of minimum attendance (below 40%) in regular course.
--	DETAINED "RC" or "RA" or both in all registered theory courses of a semester. The student is detained and has to repeat the entire semester.

Letter grades may be improved based on the following scheme: Use the table above to determine grade boundaries. Look for natural gaps in the neighborhood of grade boundaries. Choose the largest gap in the neighborhood and make this as the grade boundary. An 'E', 'E+' and 'F' grade may not be a purely relative grade. These may be assigned on the following basis:

• A minimum, say 30/100, may be set as pass marks for the course. A fail grade may then be awarded only if the Total Marks for the course are less than 30. Otherwise, the students may be awarded the Just Pass Grade D.

• A failure grade may be awarded to students whose marks are below the prescribed minimum even if the table above leads to a pass grade.

Similarly, a lower limit may be set for the 'A' grade also, for instance greater than or equal to 86. Students not achieving the prescribed minimum may be awarded a lower letter grade even if the table above indicates otherwise. A pass grade may be made mandatory for both internal as well as external examinations in the case of a separate internal and external assessment,

a. Internal and External marks may be summed up with appropriate weightages to compute a total out of 100 marks. The letter grade may be assigned on this computed total.

b. Internal and external marks may be graded separately and then the assigned grade points may be used, with appropriate weightages, to compute a final grade point and letter grade.

Grading in the case of Re-evaluations, Retests and Remedial Examinations may be based on the following guidelines:

a. The ranges of marks once computed for awarding letter grades the first time, called the First Distribution (FD), will not be modified.

b. If a re-evaluation leads to a change in marks, then FD will be used to award an appropriate letter grade.

c. A retest may be permitted if-
    i. A student gets a letter grade of E+ or E. In this case, irrespective of the marks obtained, at most D grade may be awarded.

    ii. A student is unable to complete course requirements because of certified illness or tragedy. In this case FD will be used to award an appropriate letter grade.

The use of relative grading system may be recommended in autonomous institutions, institutes of national importance and institutions with high ranking. The results of the relative grading system may be shared by such institutions later with other interested institutions to implement the same.

- GPA is the ratio of the sum of the product of the number of credits C_i of course "i" and the grade points P_i earned for that course taken over all courses "i" registered and successfully completed by the student to the sum of C_i for all "i". That is,

$$GPA = \sum_i C_i P_i / \sum_i C_i$$

- CGPA will be calculated in a similar manner, in any semester, considering all the courses enrolled from the first semester onwards.

- The Grade card will not include the computation of GPA and CGPA for courses with letter grade CO, RC and U until those grades are converted to the regular grades.

- A course successfully completed cannot be repeated.

21.3 GRADE SHEET

Based on the performance, each student is awarded a final letter grade at the end of the semester in each course. The letter grades and corresponding grade points are given in Table 6. A student is considered to have completed a course successfully and earned credits if he/she secures a letter grade other than F, CO, RA in that course.

After results are declared, grade sheet will be issued to each student which will contain the following details:

- Program and discipline for which the student has enrolled.

- Semester of registration.

- The course code, name of the course, category of course and the credits for each course registered in that semester

- The letter grade obtained in each course

- Semester Grade Point Average (GPA)

- The total number of credits earned by the student up to the end of that semester in each of the course categories.

- The Cumulative Grade Point Average (CGPA) of all the courses taken from the first semester.

- Credits earned under Non CGPA courses.

- Medium of Instruction is English.

- Grade Equivalency.

22. CLASS / DIVISION

22.1 Classification is Based on CGPA And IS As Follows:
CGPA ≥ 8.0: First Class with distinction
6.5 ≤ CGPA <8.0: First Class
5.0 ≤ CGPA <6.5: Second Class.

22.2 **First Class with Distinction**
- Further, the award of 'First class with distinction' is subject to the candidate becoming eligible for the award of the degree having passed the examination in all the courses in his/her first appearance with effect from II semester, within the minimum duration of the program.

- The award of 'First Class' is further subject to the candidate becoming eligible for the award of the degree having passed the examination in all the courses within 2 years for MA(JMC).

- The period of authorized break of the program will not be counted for the purpose of the above classification.

23. TRANSFER OF CREDIT /ACADEMIC CREDIT BANK
1. Within the broad framework of these regulations, the Academic Council, based on the recommendation of the Credit Transfer Committee so constituted may permit students

to transfer part of the credit earned in other approved Universities of repute & status in the India or abroad.

2. The Academic Council may also approve admission of students who have completed a portion of course work in another approved Institute of repute under multiple entry & exit system, based on the recommendation of the credit transfer committee on a case-to-case basis.

3. Students who have completed coursework, at least first year, at some university other than the university to which transfer is sought (may request for transfer of admission to this university. A student may be granted admission only through an admission process that will follow the same policy as for fresh admissions. However, a uniform credit system must be followed by all universities to effect transfer of credits.

4. Credit Transfer request can be submitted only after the student has been admitted in the concerned program and the following conditions are met:

    University Grants Commission initiated the concept of National Academic Credit Bank (NAC-Bank) which will be a digital / virtual / online entity to be established and managed by UGC. The main objective of the NAC-Bank would be to facilitate student mobility across the education system wherein the credits can be accumulated and be used at alter point of time for the requirements of partial fulfilment of a degree program.

    *   The course work has been completed at a UGC approved and accredited University through fulltime formal learning mode.

    *   The university accreditation grade/ ranking is not lower than that of the university to which the transfer is sought.

    *   The courses prescribe to the common minimum syllabus under UGC CBCS system.

    *   The letter grade obtained in the courses is "B" or better.

    *   The number of credits to be transferred does not exceed the prescribed limit.

    *   The program in question must have a similar credit system, in particular, modular or semester and the same numeric and letter grading system along with common meaning of the term "credit" in numerical terms.

The aspect of shelf life of courses needs to be considered while accepting credits as obsolescence of knowledge of certain field in terms of its current relevance needs to be investigated. The time lapsed between successful completion of certain courses of the program and the admission to which program transfer is sought needs to be considered. The maximum number of credit points that maybe considered under a credit transfer needs to be specified.

Contextual variables such as teaching-learning approach adopted, learning facilities offered, use of evaluation modes may also be considered while preparing the credit transfer policy.

23.1 Moderation

Moderation of assessment is an organized procedure which ensures use of valid assessment material and consistent application of criteria, to provide fair academic judgment and reliable outcome in the form of marks or grades. It assures appropriate designing and implementation of assessment activities along with generation of valid and reliable results.

Integration of moderation process with assessment system is imperative for the development of academic quality in higher educational institutions as :

- It addresses any difference in individual judgments of different evaluators.

- It ensures that all achievements in the form of marks and grades across courses reflect achievement of same level of standard.

- It is also carried out to develop a common understanding of the standards and criteria and to recognize performance which demonstrates that standard or fulfils those criteria.

Moderation may be conducted in case there are large number of fail grades or high grades, or when large numbers of students who have received the same grade or clustering of students on letter grades, or when there are discrepancies between grades allocated to individual students in different courses, or to find out the difficulty level of the question paper or whether the assessments modes used cover the entire syllabus or not.

Applicability-Moderation will be made applicable to both external and internal modes of assessment. All programs and courses will indicate, as part of their statements on assessment, arrangements for the moderation of assessed work. This can be done through formulation of a moderation policy and implemented across all programs and courses of instruction and delivery. The time frame for the moderation will be linked with the time frame for assessment.

In the event a moderation is triggered, an evaluation will begin with a discussion on the following (though not exhaustive) lines:

a. What are the rubrics used for each of the different types of assessment in the course? Is a standardized/ prescribed rubric used or has the instructor developed his/ her own rubric. If the instructor is using a personally framed rubric, or if there is no identified rubric, then how does the assessment map to learning outcomes?

b. The difficulty level of the questions included in the assessments, i.e., is the difficulty level on the extremes, very easy or very hard.

c. The manner of awarding marks, i.e., has the correction been at the extremes, liberal or tough.

Each department will establish a committee and designate roles and responsibilities at different levels for smooth working of the moderation process. In order to maintain neutrality, it will be ensured that moderator should not be the assessor. Staff members

will be trained professionally in assessment techniques and moderation procedures. All assessment material produced by learner including examination sheets, assignments, project reports, research reports etc. will be examined.

Institutions will be encouraged to make the moderation process online. In this system, assessment plans, moderation plans, assessment tools, samples of which may be submitted online. Moderation reports will be generated online so that progress can be tracked and submitted to the COE after the approval of dean by Head of the department. The moderation will not be restricted to just assessment but also include moderation of content and assessment design.

24. **CHANGE OF DISCIPLINE**
"Academic Flexibility" is the provision for innovative and interchangeable curricular structures to enable creative combinations of Courses/Programmes in Disciplines of study leading to Degree/Diploma/PG Diploma/Certificate of Study offering multiple entry and multiple exit facilities in tune with National Education Policy-2020, while removing the rigid curricular boundaries and creating new possibilities of life-long learning.

25. **USE OF TECHNOLOGICAL INTERVENTION**
With the proliferation of different types of access devices, especially mobile access devices, technology has the potential to augment traditional classroom practices and revolutionize learning and evaluation methods. Technology, in fact can be an important driver to enable lifelong learning. Learning and engagement of students is facilitated by use of technology through several modes such as synchronous learning, semi-synchronous learning, blended learning, collaborative learning, flipped classroom etc. MOOC's, especially provided through SWAYAM, are awindow of opportunity for lifelong learning and are offered through technology-based platforms. Learning management systems (LMS) may be used by institutions to integrate the entire teaching learning and evaluation process. The Learning Management System may be used by institutions to deliver academic content in blended form and to assess learning through thesis, assignments etc. Open-source learning management systems such as Moodle, Edmodo may be used for posting content in the form of videos, audios, e-learning modules, live class sessions etc. Use of plagiarism detection software will be highly recommended to check originality of content. In the conduct of examinations, universities face tremendous challenges such as need for trained manpower, distribution of question paper without delays and errors, delays in evaluation of answer scripts, lack of infrastructure to conduct examinations at a large scale, non-availability of faculty members for assessment, security issues faced during paper setting and paper distribution, tampering of certificates and answer scripts etc. For a typical examination department of an institution will be an autonomous body right from registration of student to convocation through an integrated system. In fact, steps must be taken to implement a complete examination management system that considers the complete life cycle of examination process. The use of technology will reduce dependency on human intervention and be error free. The following functions will be automated:

- Registration of students and generating unique PRN,

- Filling up of examination form,

- Generation of seat numbers and admit cards/hall tickets,

- Preparation of list of paper setter,

- Use of question bank system to draw question sets, question paper generation,

- Online distribution of question papers on the day of examination with system of encryption,

- Barcode system for answer books (this will eliminate issues related to errors, avoid malpractices etc.),

- Digitization of answer scripts and onscreen evaluation of answer sheets.

- Tracking of student's performance.

- Marks submission through online software, Viewing of result through online system, Online verification and revaluation system,

- Digitization of certificates and mark-sheets (to avoid tampering and easy retrieval),

- Certificate authentication system,

- Submission of various other applications through online system.

The above will lead to conduct of functions of the examination system in an efficient and transparent manner and timely availability of information to students.

26. **STUDENT DISCIPLINE**
Every student is required to observe utmost discipline and decorum both inside and outside the campus and not to indulge in any activity which may affect adversely the prestige reputation of the University.

27. **STUDENT WELFARE**
Any act of indiscipline of a student reported to the Dean (Students Welfare) and Head of the Department will be referred to a Discipline Committee constituted for the purpose. The Committee will enquire into the charges and decide on a suitable punishment if the charges are substantiated. The committee will also authorize the Dean (Students Welfare) to recommend to the Vice-Chancellor for the implementation of the decision. The student concerned may appeal to the Vice-Chancellor, whose decision will be the final

28. **RAGGING**
Ragging in any form is a criminal and non-bailable offence in our country. The current State and Central legislations provide stringent punishments including imprisonment. Once the

involvement of a student(s) is established in ragging, offending fellow students/staff, harassment of any nature to the fellow students/staff etc. the student(s) will be liable to be dismissed from the University, as per the laid down procedures of the UGC / Govt. /Institute. Every senior student at the University, along with their parent, shall give an undertaking every year in this regard and the same should be submitted at the time of Registration.

29. POWER OF MODIFY
Notwithstanding all that has been stated above, the Academic Council is vested with powers to modify any or all the above regulations from time to time, if required, subject to the approval by the Board of Studies and Final approval by Vice-Chancellor.

30. EXIT POINT
Exit Point from the courses:
- A PG Diploma after completing 1 year (2 semesters) of study in the chosen discipline or field, including vocational and professional areas.
- A Post Graduation Degree after 2 years (4 semesters) of study.

31. NC CREDIT COURSE

- Industrial Visits/Seminar or Presentation based on the Reports of visits

- University Social Responsibility-Community outreach

- Sports/Yoga

32. ANY OTHER HEADING AS PER YOUR PROGRAM
NA

Evaluation Scheme

S.No.	Course Code	Course Title	Course Type	Periods			Evaluation Scheme			Credits
				L	T	P	Internal	External	Total	
MA(JMC) Semester-I										
CORE COURSES		**THEORY**								
1	MAJMC-111	Communication & Journalism	Core Theory	4	0	0	25	75	100	4
2	MAJMC-112	Reporting	Core Theory	4	0	0	25	75	100	4
3	MAJMC-113	Writing Skills	AECC	3	0	0	25	75	100	3
4	MAJMC-114	Computer Fundamentals and Application	SEC	2	0	0	25	75	100	2
ELECTIVE COURSES (Select any one from the following)										
5	MAJMC -115 OR MAJMC-116	Public Relations and Advertising OR Corporate Communication	DSE	4	0	0	25	75	100	4
6	Code decided by CBCS	Generic Elective Paper to be decided by CBCS	G.E.	4	0	0	25	75	100	4
PRACTICAL/VIVA VOCE										
7	MAJMC- 117P	Computer for Mass Media	Core Practical	0	0	6	25	75	100	3
Extra/Co-Curricular Course										
8	NECC-111	Industrial Visits/Seminar or Presentation based on the Reports of visits	Skill Enhancement Course	0	0	0	25	0	NC	NC
9	NECC-112	University Social Responsibility -Community outreach	Skill Enhancement Course	0	0	0	25	0	NC	NC
10	SPT-111	Sports/Yoga		0	0	2	50	0	NC	NC
		TOTAL					**175**	**525**	**700**	**24**

MA(JMC) Semester-II										
S.No.	**Course Code**	**Course Title**	**Course Type**	**Periods**			**Evaluation Scheme**			**Credits**
	CORE COURSES	**THEORY**		**L**	**T**	**P**	**Internal**	**External**	**Total**	
1	MAJMC-121	Electronic Media	Core Theory	4	0	0	25	75	100	4
2	MAJMC-122	Editing	Core Theory	4	0	0	25	75	100	4
3	MAJMC-123	TV Program Production	AECC	3	0	0	25	75	100	3
4	MAJMC-124	Anchoring	SEC	2	0	0	25	75	100	2
ELECTIVE COURSES (Select any one from the following)										
5	MAJMC -125 OR MAJMC-126	Development Communication OR Social and Political System of India	DSE	4	0	0	25	75	100	4
SEMINARS/VIVA VOCE										
6	MAJMC-127P	Print Media Production	Core Practical	0	0	6	25	75	100	3
Extra/Co-Curricular Course										
7	NECC-121	Industrial Visits/Seminar or Presentation based on the Reports of visits	Skill Enhancement Course	0	0	0	25	0	NC	NC
8	NECC-122	University Social Responsibility-Community outreach	Skill Enhancement Course	0	0	0	25	0	NC	NC
9	NECC-124	Moocs / Swayam/NPTEL (optional)	Skill Enhancement Course	0	0	0	50	0	50	2
10	SPT-121	Sports/Yoga		0	0	2	50	0	NC	NC
		TOTAL					**200**	**450**	**650**	**22**

		MA (JMC) Semester-III								
S.No.	**Course Code**	**Course Title**	**Course Type**	**Periods**			**Evaluation Scheme**			**Credits**
				L	**T**	**P**	**Internal**	**External**	**Total**	
CORE COURSES		**THEORY**								
1	MAJMC-231	Media Management	Core Theory	4	0	0	25	75	100	4
2	MAJMC-232	Media Law and Ethics	Core Theory	4	0	0	25	75	100	4
3	MAJMC-233	Photography	SEC	2	0	0	25	75	100	2
ELECTIVE COURSES (Select any one from the following)										
4	MAJMC -234 OR MAJMC-235	Communication Research OR Environmental Studies	DSE	4	0	0	25	75	100	4
PRACTICAL/VIVA VOCE										
5	MAJMC- 236P	Audio-Visual Production	Core Practical	0	0	6	25	75	100	3
Extra/Co-Curricular Course										
6	NECC-231	Industrial Visits/Seminar or Presentation based on the Reports of visits	Skill Enhancement Course	0	0	0	25	0	NC	NC
7	NECC-232	University Social Responsibility-Community outreach	Skill Enhancement Course	0	0	0	25	0	NC	NC
8	SPT-231	Sports/Yoga		0	0	2	50	0	NC	NC
		TOTAL					**125**	**375**	**500**	**17**

S.No.	Course Code	Course Title	Course Type	Periods L	T	P	Internal	External	Total	Credits
all		MA(JMC) Semester-IV								

S.No.	Course Code	Course Title	Course Type	L	T	P	Internal	External	Total	Credits
CORE COURSES		**THEORY**								
1	MAJMC-241	Specialized Reporting	Core Theory	4	0	0	25	75	100	4
2	MAJMC-242	Video Editing	SEC	2	0	0	25	75	100	2
		PRACTICAL/VIVA VOCE								
3	MAJMC-243P	Project Study of the Garbage Management System of Meerut Development Authority	Core Practical	0	0	8	100	0	100	4
4	MAJMC-244P	Content Production for New Media	Core Practical	0	0	6	25	75	100	3
5	MAJMC-245P	Internship	Core Practical	0	0		100	0	100	4
		Extra/Co-Curricular Course								
6	NECC-241	Industrial Visits/Seminar or Presentation based on the Reports of visits	Skill Enhancement Course	0	0	0	25	0	NC	NC
7	NECC-242	University Social Responsibility-Community outreach	Skill Enhancement Course	0	0	0	25	0	NC	NC
8	NECC-244	Moocs / Swayam/NPTEL (optional)	Skill Enhancement Course	0	0	0	50	0	50	2
9	NECC-245	Entrepreneurship	Skill Enhancement Course	2			50	0	50	2
10	SPT-241	Sports/Yoga		0	0	2	50	0	NC	NC
		TOTAL					**375**	**225**	**600**	**21**

Format-1

IIMTU-NEP IMPLEMENTATION

CBCS: Statement of Credit distribution

College/School:School of Media, Film and Television Studies Programme: Post Graduate/MA(JMC) Duration:Two Years Annual/Semester : Semester	Credit range: 80-84 (suggested by CBCS Committee)

Attached guidelines to be followed:

		Sem.	Core Course/ Foundation Course	Ability Enhancement Compulsory Course (AECC)	Skill Enhancment Course (SEC)	Discipline Specific Elective (DSE)	Generic Elective (GE) (From other Faculty)	Research Project (RP)	Prerequisite
Course Names as per UGC	Cr.	Semester	C-1 (4 Credit)+ P-1 (2 Credit)/T-1 (1 Cr.) FC-1 (3 Credit) 3/4/5/6 Cr.	AECC-1 (Credit) 3 Cr./Each	SEC-1 (Credit) 2 Cr./Each	DSE-1 (Credit) 3 or 4/5/6 Cr.	GE-1 (Credit) 3 or 4/5/6 Cr. 4 Cr./6 Cr.	Industry Training/ Internship / Survey (4 Cr.)	
Course Names as per Higher Education (HE)			MAJOR-1 4/5/6 Cr.	Vocational 3 Cr.	Co-Curricular 2 Cr.	MAJOR-2 4/5/6 Cr.	MAJOR-3 4/5/6 Cr.	4 Cr.	
Decided Credits for implementation			4 Cr.	3 Cr.	2 Cr.	4 Cr.	4 Cr.	4 Cr.	
PG (44)	44	I	C 1-Communication & Journalism *(Credit 4)* C 2-Reporting *(Credit 4)* P 1 - Computer for Mass	AECC 1-Writing Skills *(Credit 3)*	SEC 1- Computer Fundamentals and Applications *(Credit 2)* SEC 2- Industrial Visits/Seminar or Presentation	DSE 1- Public Relations and Advertising OR Corporate Communication	GE 1-(To be decided by CBCS) *(Credit 4)*		Graduation in any stream form a UGC recognised University

			Media *(Credit 3)*		based on the Reports of visits *(Credit NC)* SEC 3- University Social Responsibility -Community outreach *(Credit NC)*	*(Credit 4)*	SPT 1 - Sports/Yoga *(Credit NC)*	
		II	C3-Electronic media *(Credit 4)* C4-Editing *(Credit 4)* P 2 - Print Media Production *(Credit 3)*	AECC 2- TV Programme Production *(Credit 3)*	SEC 4- Anchoring *(Credit 2)* SEC 5- Industrial Visits/Seminar or Presentation based on the Reports of visits *(Credit NC)* SEC 6- University Social Responsibility -Community outreach *(Credit NC)* SEC 7- Moocs / Swayam/NPTEL (Optional) *(Credit 2)*	DSE2- Development Communication OR Social and Political System of India *(Credit 4)*	SPT 2- Sports/Yoga *(Credit NC)*	
PG (80)	36	III	C5- Media Management *(Credit 4)* C6-Media Law and Ethics *(Credit 4)* P 3-Audio-Visual Prodcution *(Credit 3)*		SEC 8 - Photography *(Credit 2)* SEC 9- Industrial Visits/Seminar or Presentation based on the Reports of visits *(Credit NC)* SEC 10- University Social Responsibility -Community outreach *(Credit NC)*	DSE3- Communication Research OR Evaluation Studies *(Credit 4)*	SPT 3 - Sports/Yoga *(Credit NC)*	
		IV	C7-Specialized Reporting *(Credit 4)*		SEC 11- Video Editing *(Credit 2)*		SPT 4 - Sports/Yoga *(Credit NC)*	RP 4-Project study of the garbage

			P 4- Content Production for New Media *(Credit 3)*		SEC 12- Entrepreneurship *(Credit 2)* SEC 13- Industrial Visits/Seminar or Presentation based on the Reports of visits *(Credit NC)* SEC 14- University Social Responsibility -Community outreach *(Credit NC)* SEC 15- Moocs / Swayam/NPTEL (Optional) *(Credit 2)*				management system of Meerut Development Authority *(Credit 4)* P 5- Internship *(Credit 4)*
		Total Credits	**40**	**6**	**10** **(+4 Optional for MOOCS)**	**12**	**4**	**8**	
		Grand Total	**(+4 Optional for MOOCS)**						

Format-2

Programme	Year	Semester (15weeks)	Paper	Credit	Periods per Week	Periods (Hours) per Semester	Paper Title	Unit (Periods per semester)	Prerequisite	Elective (For other faculty)
POST GRADUATE DEGREE (44 Credits)	FIRST YEAR	SEMESTER -I	i) C 1 ii) C 2 iii) AECC1 iv) SEC 1 v) SEC 2 vi) SEC 3 vii) DSE1 viii) GE 1 ix) SPT-1 i) P1	4 4 3 2 0 0 4 4 0 3	4 4 3 2 4 4 8	60 60 45 30 60 60 90	i) Communication & Journalism ii) Reporting iii) Writing Skills iv) Computer Fundamentals and Applications v) Industrial Visits/Seminar or Presentation based on the Reports of visits vi) University Social Responsibility - Community outreach vii) Public Relations and Advertising OR Corporate Communication viii) GE (To be decided by CBCS) ix) Sports/Yoga i) **Computer for Mass Media (Course related practical and Viva) External and internal examiner**	4	Graduation in any stream form a UGC recognized University	

			i) C 3	4	4	60	i)Electronic Media	4
			ii) C 4	4	4	60	ii) Editing	
			iii) AECC 2	3	3	45	iii)TV Program Production	
			iv) SEC 4	2	2	30	iv) Anchoring	
			v) SEC 5	0	4	60	v) Industrial Visits/Seminar or Presentation based on the Reports of visits	
			vi) SEC 6	0			vi) University Social Responsibility - Community outreach	
	SEMESTER -II		vii) SEC 7	2			vii) Moocs / Swayam/NPTEL (Optional)	
			viii) DSE 2	4	8	90	viii) Development Communication or Social and Political System of India	
			ix) SPT 2	0			ix) Sports/Yoga	
			i) P2	3	4	60	i) **Print Media Production (Course related Practical and viva) External and Internal Examiner)**	

*Dissertation report will be evaluated by external & internal examiners & Research topic may be selected from the main core paper

Programme	Year	Semester (15 weeks)	Paper	Credit	Periods per Week	Periods (Hours) per Semester	Paper Title	Unit (Periods per semester)	Prerequisite	Elective (For other faculty)
POST GRADUATE DEGREE (80 Credits)	SECOND YEAR	SEMESTER -III	i) C 5 ii) C 6 iii) SEC 8 iv) SEC 9 v) SEC 10 vi) DSE 3 vii) SPT 3 **i) P 3**	4 4 2 0 0 4 0 3	4 4 2 4 8	60 60 30 60 90	i) Media Management ii) Media Law and Ethics iii) Photography iv) Industrial Visits/Seminar or Presentation based on the Reports of visits v) University Social Responsibility - Community outreach vi) Communication Research or Evaluation Studies vii) Sports/Yoga i) **Audio visual production (Electronic media practical and Viva.)**	4	One Year PG Diploma in relative subjects from a UGC recognized University	
		SEMESTER - IV	i) C 7 ii) SEC 11 iii) SEC 12 iv) SEC 13 v) SEC 14 vi) SEC 15 vii) SPT 4 **i) P 4** **ii) P 5** **i) RP 4**	4 2 **2** **0** **0** **2** **0** **3** **4** 4	4 2 **2** **8** **30 Days** **4**	60 30 30 **90** **60**	i) Specialized Reporting ii) Video Editing iii) Entrepreneurship iv) Industrial Visits/Seminar or Presentation based on the Reports of visits v) University Social Responsibility - Community outreach vi) Moocs / Swayam/NPTEL (Optional) vii) Sports/Yoga i) **Content Production for New Media** ii) **Internship** i) **Project study of the garbage management system of Meerut Development Authority**	4		

Program Outcome:

PO1: Disciplinary Knowledge-Students will develop critical understanding about concept, principals and theories of mass communication. Students would able to express knowledge and understanding of journalistic principles, history and practices in various media formats.

PO2: Problem Solving-Students would know the techniques of media form planning to publishing/broadcasting. The program is to developing proficiency in researching, interviewing, writing, editing, and producing content that meets media professional standards.

PO3: Reflective Thinking-Students will able to create content for all media formats like Print, Radio, Television, films and Digital Media.

PO4: Modern Tool Usage-The program also aims to equip students with technical skills and knowledge of various media tools and software, such as video editing software, graphic design programs, and social media management platforms.

PO5: Leadership Readiness/Qualities-Students will have the required public relations and advertising skills for various industries.

PO6: Cooperation/Team Work-Students will be familiar with the social responsibilities of media. He/She will able to cater local, regional, national and international needs. This programme will develop skills and sense of belonging to all section of society and encourage to take action for uplifting them.

PO7: Self-directed Learning-Students will able to opt entrepreneurship.

PO8: Lifelong Learning-Students will be sensitive towards environment and social issues. He/She will aware about the sustainable goals of United Nations Organization.

Programme Specific Outcome:

PSO1:The students get the required skills for print media like reporting, writing, editing, print software quark express and Indesign etc.

PSO2:Students get to know the different aspects of electronic media.

PSO3:Students learn how to use the audio-video equipment's for production.

PSO4:Students get familiar with the various media production software.

PSO5:Students get to know the technical aspects all media setups.

PSO6:Students learn the creative writing skills for films, radio, television and digital platforms.

PSO7:Students learn the important aspects of social media.

PSO8: Students get to know the media laws and ethics.

PSO9: Students will get encouraged for self-employment.

PSO10: Students will aware of social, cultural and environmental issues.

Format-3

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : I

Programme: PG Class: MA(JMC)	Year: I Semester: I
Credits : 4 Theory : 4 Practical : 0	Subject: COMMUNICATION AND JOURNALISM
Course Code: MAJMC-111	Title: COMMUNICATION AND JOURNALISM

Course Objectives: On completion of the course, students should be able:
1. To develop the basic concept of communication and journalism.
2. To describe the process of communication and journalism.
3. To know the structure and working process of news agencies.
4. To explain various Models and Theories of communication and journalism.
5. To know about different aspects of news and understanding its elements, news sources and different types of news.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L: 4
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	Communication: Definition, Elements, Functions Kinds of Communication Models of Communication: Aristotle's model, Lasswell Shannon and Weaver, Mclean Model of Communication Charles Osgood, Wilbur Schramm' Model Newcomb, Dance's Helical Spiral Model	12-15
II	Theories of Communication: Sociological and Normative Theories Bullet Theory Psychological or Individual Difference Theory Cultivation Theory , Uses and Gratification theory Agenda Setting Theory, Two Step/Multi Step Flow Free Press Theory Indian Communication Theories: Bharata Muni's Natya Shastra,	12-15
III	Journalism: Definition, Nature and Scope Growth and Development of Indian Press Role of Media in Freedom Struggle Mass Media and Society	12-15

	Journalism as a Profession Journalistic Terminology Organizations of Journalists	
IV	Major News Agencies Citizen Journalism Advocacy Journalism Sting Operations Media Trial Yellow Journalism	12-15

Reference / Text Books:

1. *Mass-Communication in India:* Kevel J. Kumar: Jaico Mumbai
2. *Mass-Communication Theory-An Introduction:* Denis McQuail: Sage Delhi
3. *Bharat Me Sanchar Aur Jansanchar:* J.V. Vilanilam: M.P. Hindi Granth Academy Bhopal
4. *Mass-Communication: Concepts and Issues:* D.V.R Murthy: Olivegreen: Kochi
5. *Mass-, Culture, Language and Arts in India:* Mahadev L.Apte: Popular Prakashan Mumbai
6. *Towards Sociology of Mass-Communication:* Denis Mc Quail: Collier –Macmillan
7. *Introduction to Communication Studies:* John Fiske: Methuen London
8. *The process and Effects of Mass-Communication:* Wilbur Schramm and Donald F. Roberts: University pf Illinois press.
9. *Hand Book of Journalism & Mass Communications:* V.S. Gupta, Vir Bala Aggarwal, Concept Publishers, New Delhi.
10. *Mass Communication Theory & Practice:* Uma Narula, Hiranand Publication, New Delhi.

If the course is available as Generic Elective, then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1. Students would have the basic understanding about concepts of communication & journalism.
CO2. Students will able to define the role and importance of communication in society.
CO3. Students will know the structure and working process of news agencies.
CO4. Students will have knowledge about the key communication professions, and the correlations and contrasts between these professions.
CO5. Students will be able to do reporting, news writing and editing.

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : I

Programme: PG **Class: MA(JMC)**	**Year: I** **Semester: I**
Credits : 4 **Theory : 4** **Practical : 0**	**Subject: REPORTING**
Course Code: **MAJMC-112**	**Title: REPORTING**

Course Objectives: On completion of the course, students should be able:
1. To describe news and how to write it.
2. To know about the basics of writing of different stories on various subjects.
3. To develop the understanding of reporting and news values.
4. To acquire the reporting skills according to the issues and field.
5. To develop the social responsibilities of reporter.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L: 4
T:
P:(In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1Credit(4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	Definitions of News Elements of News, 5 W & 1 H Concept of News, News Values News Sources.	12-15
II	Categories of Reporter Qualities of Reporter Responsibilities of Reporter Types of Reporting (objective, Interpretative, In-depth, Investigative) Different types of Beats..	12-15
III	Reporting Municipal Corporations Village Panchayats Parliamentary Reporting Political Reporting Crime Reporting Court Reporting.	12-15
IV	Reporting Religion Speeches, Meetings, Seminars Cultural Reporting Sports Reporting	12-15

	Development Reporting Rural Reporting Agricultural Reporting Science and Technology Economic Reporting.	

Reference / Text Books:
1. *The Reporting:* Manoj Kumar Singh, Mohit Publications.
2. *Fundamentals of Reporting & Editing*: Dr. Ambrish Saxena, Kanishka Publication Delhi.
3. *News Reporting & Editing in Digital Age:* T. K. Ganesh, Gnosis Publishers Delhi.
4. *Making of News:* Manoj Kumar Singh, Mohit Publications, New Delhi.
5. *Principles and Practice of News Writing:* B. S. Goyal, Shree Publishers & distributers New Delhi.
6. *Journalism Reporting,* Seema Sharma, Anmol Publications.
7. *Progressive Reporting Today,* B. L. Sharma ABD publishers, Jaipur

If the course is available as Generic Elective, then the students of following departments may opt it.
1. All Departments

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
5) Seminar On Research Project Report	
6) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1. Students would have the understanding about the basics tools and elements of reporting.
CO2. Students will have knowledge of different types of reporting and can work in all fields.
CO3. Students would have general understanding of art culture and sports reporting and can create content on the specific area of reporting.
CO4. Students have the reporting skills which he/she can use according the issues and field.
CO5. Students would opt any beat of reporting as a profession.

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : I

Programme: PG Class: MA(JMC)	Year: I Semester: I
Credits : 3 Theory : 3 Practical : 0	Subject: WRITING SKILLS
Course Code: MAJMC-113	Title: WRITING SKILLS

Course Objectives: On completion of the course, students should be able:
1. To develop the knowledge in writing creatively for mass media.
2. To know about the concept of translation and various form of it as trans-literature, trans-creation.
3. To understand the writing process for various media and formats.
4. To acquire the skills in developing article on any idea or clue.
5. To encourage the freelance writing for any media platform.

Nature of Paper: Core/DSE/SEC/GE/AECC: AECC

Minimum Passing Marks/Credits: 40% Marks / 3 Credits

L: 3
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	Fundamentals of Media Writing: Descriptive, Narrative, Objective and Reflective ABCD of Media Writing: Grammar and Vocabulary Writing for News and Non-news Mediums Creative Writing and its different forms Ethics in Media Writing	10-12
II	Brainstorming for Ideas, Idea Organization and Audience Analysis Writing Mechanism, Opening, Developing and Winding up the Argument/Narrative Editing and Formatting Abstract, Summary, Paragraph, Essay and Column Writing	10-12
III	Introduction to Online Writing, Social Media Writing Skills and Etiquettes. Social Media and Language Change, e-mail, SMS, Emoticons, Blogs, Social Networking Sites Maintaining Digital Database	10-12
IV	Translation Practices, Transliteration, Trans-Creation, Concept, Forms and Manifestations The Location, Scope and Significance of Translation in Indian Media Process of Translation from English to Hindi and vice –versa	10-12

Reference / Text Books:
1. *Media Writing:* R. Choudhary, Centrum Press, New Delhi
2. *Perfect your Punctuation:* P. Howard, Longman Cheshire, Melbourne
3. Media Writing: P. K. Sinha, Indian Distributors, Delhi
4. *The College Writer: A guide to Thinking, Writing and Researching:* R. Vander Mey, Houghton Mifflin, Boston.
5. *High School English: Grammar & Composition*: Rao N,D,V, Prasada (Author), N.D.V. Prasada Rao (Editor), S Chand Publishing.
6. *Media writing: Print, Broadcast, and Public Relations:* Whitaker, W.R., Ramsey, J.E., & Smith, R.D. Routledge, New York.

If the course is available as Generic Elective then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1. Students would be able to utilize gained knowledge in writing creatively for mass media.
CO2. Students will be well skilled in translation.
CO3. Student will able to conceptualize the writing process for various media and formats.
CO4. Student will be well skilled in developing article on any idea.
CO5. Students will have abilities of the freelance writing for any media platform.

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : I

Programme: PG Class: MA(JMC)	Year: I Semester: I
Credits : 2 Theory : 2 Practical : 0	Subject: COMPUTER FUNDAMENTALS AND APPLICATIONS
Course Code: MAJMC-114	Title: COMPUTER FUNDAMENTALS AND APPLICATIONS
Course Objectives: On completion of the course, students should be able: 1. To describe the usage of computers in media prospective. 2. To utilize the Internet web resources and evaluate on-line e-system. 3. To use appropriate Information Technology applications to work. 4. To identify categories of programs, system software and applications. 5. To organize and work with files and folders on MS Office and Internet.	
Nature of Paper: Core/DSE/SEC/GE/AECC: SEC	
Minimum Passing Marks/Credits: 40% Marks / 2 Credits	
L: 2 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)	

Unit	Contents	No. of Lectures Allotted
I	Introduction to computers Computer hardware and software Types of computers and features Mini Computers, Micro Computers, Mainframe Computers, Super Computers Application of computer in various fields related to media: Print electronic and film etc.	8-10
II	Introduction to graphical and user interface (GUI)Flash Different applications of computers for mass media. Introduction – text, graphics, drawings, animation, sounds. Multimedia applications: business applications, educational application, public utility, virtual reality; multimedia skills. Data Organization: Drives, Files, Directories, Creating, Copying, Moving, Deleting and Renaming.	8-10
III	MS-Word and Application: Introduction, Typing and editing, formatting text MS-Power Point: Introduction, presentation, graphics, creating, presentation and slide shows. MS-Excel and Application: Introduction, Typing and editing, formatting text	8-10

	MS-Access: Introduction.	
IV	Internet: Introduction, Concept and development World Wide Web Tools and services on Internet Browsing the Internet domain name systems Internet functions: e-mail, searching and downloading information Internet protocols FTP, HTTP, TCP, IP, Security issue on internet	8-10

Reference / Text Books:
1. *Fundamental of Computers:* V. Rajaraman B.P.B. Publications
2. *Fundamental of Computers:* P.K. Sinha
3. *Computer Today:* Suresh Basandra
4. *Unix Concepts and Application:* Sumitabha Das
5. *MS-Office 2000(For Windows):* Steve Sagman
6. *Internet Patrakarita:* Suresh Kumar

If the course is available as Generic Elective then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1. Students will well skilled in working on Document, creation, manipulation and storage of Chart and Slide Show Package on Computer.
CO2. Students will have basic knowledge of computer.
CO3. Students will be able to work on MS Software and Operating System
CO4. Students will have the basic working knowledge of IT Communication.
CO5. Students will be able to work on MS Office and Internet.

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : I

Programme: PG	Year: I
Class: MA(JMC)	Semester: I
Credits : 4 Theory : 4 Practical : 0	Subject: PUBLIC RELATIONS & ADVERTISING
Course Code: MAJMC-115	Title: PUBLIC RELATIONS & ADVERTISING

Course Objectives: On completion of the course, students should be able:
1. To develop the basics understanding of the Public Relations and Advertising.
2. To describe the functions of PRs and Advertising agency.
3. To develop the skills of planning and designing the public relations campaign.
4. To opt Public Relations as career.
5. To opt advertising for profession and self-employability.

Nature of Paper: Core/DSE/SEC/GE/AECC: DSE

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L: 4
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	Defining Public Relations: Functions and Types of Publics Evolution of Public Relations Scope of PR: Issue Management, Lobbying, Corporate Social Responsibility, Public Opinion, Advertising, Propaganda, Publicity and PR as a marketing tool Ethics in PR, PRSI Code, IPRA	12-15
II	PR Agency: Concept, Structure and Functions Media Relations: Multi-Media Release (press, audio, video and social media), Press Conference Press Kit, Press Briefings and Familiarizing Tours Tools &Techniques for Public Relations: House Journal, Bulletin Board, Visit by Management, Open House and Annual Reports, Exhibitions Use of Digital Media and Emerging trends in PR	12-15
III	Role and Responsibility of PRO PR in Public and Private sector(CSR) PR Campaign Role of PR in Political Parties and Election Campaigns	12-15
IV	Advertising: As tool of Communication Advertising Agency	12-15

	Advertising: Types and functions	
	Advertising Copy	
	Advertising Research	
	Advertising Campaign	
	Relationship of Advertising and Public Relation	
	Brand and Branding	

Reference / Text Books:
1. *Public Relations in Action*: Balan, K. R., & Rayudu, C. S., New Delhi: Castle Book.
2. *Effective Public Relations:* Cutlip, S. M., Center, A. H., & Broom, G. M., Englewood Cliffs, Prentice-Hall, New Jersey's
3. *News, Public Relations and Power:* Cottle, S., Sage Publication, London.
4. *Practical Public Relations:* Black, S., & Sharpe, M. L. Englewood Cliffs, Prentice Hall, New Jersey's:
5. *Public Relations Management:* Jethwaney, J. N., & Sarkar, N. N., Sterling Private, New Delhi.
6. *Public Relations: Principles and Practices:* Sachdeva, I. S., Oxford University Press, New Delhi.
7. *Fundamentals of Communication PR and Leadership:* Georgios P. Piperopoulos, bookboon.com
8. www.tv-handbook.com/index.html
9. www.cengagebrain.co.nz/content/zettl

If the course is available as Generic Elective then the students of following departments may opt it.
1. Arts and Humanities
2. Commerce and Accounts
3. Home Science
4. Business Management

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Evaluation/Assessment Methodology

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	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:

CO1.   Students will able to conceptualize the words such as public relations, publicity, and propaganda, advertising and e-PR.
CO2.   Students will have practical knowledge about the tools of public relations.
CO3.   Students will skilled on various writing for public relations.
CO4.   Student can opt Public Relations officer as career.
CO5.   Student can opt advertising for profession and self-employability.

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : I

Programme: PG	Year: I
Class: MA(JMC)	Semester: I
Credits : 4 **Theory : 4** **Practical : 0**	**Subject: CORPORATE COMMUNICATION**
Course Code: **MAJMC-116**	**Title: CORPORATE COMMUNICATION**
Course Objectives: On completion of the course, students should be able: 1. To define the basics of corporate communication. 2. To describe corporate communication as branding strategy. 3. To create the perspectives on organizing communication as a corporate tools. 4. To develop the understanding about media Relations: Tools and Techniques, crises management. 5. To know the guidelines and develop the sense of ethics for Corporate Communication.	
Nature of Paper: Core/DSE/SEC/GE/AECC: DSE	
Minimum Passing Marks/Credits: 40% Marks / 4 Credits	
L: 4 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)	

Unit	Contents	No. of Lectures Allotted
I	Contemporary Corporate Environment: an overview Forms of Corporate Constituencies Brand Identity, Brand Image and Brand Reputation Corporate Philanthropy and Social Responsibility	12-15
II	Corporate Communication: Definition, Concept and Scope Shift from PR to Corporate Communication Structure and forms of Corporate Communication: Management, Marketing, Organizational Corporate Communication as Branding strategy: Monolithic, Endorsed, Branded	12-15
III	Developing a Communication Strategy Perspectives on Organizing Communication: Vertical, Horizontal and Lateral Corporate Identity Audit: Concept and Steps Corporate Advertising: Concept and Functions	12-15
IV	Media Relations: Tools and Techniques, Media Monitoring and Research (Gate keeping research and output analysis) Internal & External Communication: Concept and Tools Guidelines and Ethics for Corporate Communication	12-15

	Crisis Management: Concept and Case Studies (Infosys Crisis and Nestle Maggie)	

Reference / Text Books:
1. *Strategic Corporate Communication: A Global Approach for doing Business in the New India:* Argenti, P. A. Mc. Graw-Hill, New York.
2. *Corporate Communication: A guide to Theory and Practice:* Cornelissen, J., Sage Publications, Los Angeles.
3. *Corporate Communication: Principles and Practice*: Jethwaney, J., Oxford University Press.
4. *A Handbook of Corporate Communication and Public Relations:* Oliver, S., Pure and Applied. Routledge, London.

If the course is available as Generic Elective, then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology

	Max. Marks
1. Class tasks/ Sessional Examination	10
2. Presentations /Seminar	10
3. Assignments	5
4. Research Project Report Seminar On Research Project Report	
5. ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1. Student would be able to define the basics of corporate and corporate communication
CO2. Students would be able to make branding strategy for corporate.
CO3. Students will be well skilled to create the perspectives on organizing communication as corporate tools.
CO4. Students will have the understanding about media Relations: Tools and Techniques, crises management.
CO5. Students will know the guidelines and develop the sense of ethics for Corporate Communication.

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : I

Programme: PG Class: MA(JMC)	Year: I Semester: I
Credits : 3 Theory : 0 Practical : 3	**Subject: Computer for Mass Media** **(Course Related Practical and viva)**
Course Code: **MAJMC-117P**	**Title: Computer for Mass Media** **(Course Related Practical and viva)**

Course Objectives: On completion of the course, students should be able:
1. To develop the basic understanding on computer and its application in journalism.
2. To know the basics of the operating systems and proper operations of the softwares.
3. To give in- hand practice of power point presentation, MS work, Excel.
4. To acquire the computing skills for mass media.
5. To know the use of internet for web content creation, searching and saving.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core Practical

Minimum Passing Marks/Credits: 50% Marks / 3 Credits

L:
T:
P: 6 (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	Fundamental of Computer-History of Computer. Hardware and Software	10-12
II	MS Word. Interface, Mail Merge, Basics of MS Word. Typing Hindi and English	10-12
III	Interface, Operating of MS Excel and Power Point Presentation	10-12
IV	Internet. History of Internet. Surfing, Content Searching, Finding Authentic Sources of Content	10-12

Reference / Text Books: NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	100
Prerequisites for the course: Basic knowledge of computer and software	

Course Learning Outcomes: On completion of this course:

CO1. Students will be understood the basics and fundamentals of computer that applied in journalism.

CO2. Students can work on the operating systems and proper operations of the software.

CO3. Student will have in hand practice of power point presentation.

CO4. Student will able to work on many software and will able to learn new software also.

CO5. Students will use of internet for web content creation, searching and saving.

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : I

Programme: PG	Year: I
Class: MA(JMC)	Semester: I
Credits : NC Theory : 0 Practical : 0	**Subject: Industrial Visits/Seminar or** **Presentation based on the Reports of visits**
Course Code: NECC-111	**Title: Industrial Visits/Seminar or** **Presentation based on the Reports of visits**

Course Objectives: On completion of the course, students should be able:
1. To provide students with an opportunity to gain a better understanding of the industry and the challenges faced by it.
2. To provide students with an opportunity to network with industry professionals and gain insights into the industry.
3. To do social interaction and networking with professionals.
4. To improve their communication and interpersonal skills.
5. To develop the skills required to succeed in the industry.

Nature of Paper: SEC

Minimum Passing Marks/Credits: 50% Marks

L:
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	Seminars and industrial trips are excellent ways to develop student's skills. They offer a chance to educate oneself on the most recent methods and technologies employed in the sector. Students can have a better understanding of the workplace and the difficulties faced by the business by visiting a company or factory. Students can learn more about the industry and the difficulties it faces by attending seminars and giving presentations based on reports of trips. This can assist them in acquiring the abilities needed to excel in the field. Assessment shall be activities and the viva based and it will carry 25 Marks. The assessment will be done by Internal Examiners.	

Reference / Text Books: NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination 2) Presentations /Seminar 3) Assignments 4) Research Project Report Seminar On Research Project Report 5) ESE	10 10 5
Total:	25
Prerequisites for the course: Basic knowledge of computer and software	
Course Learning Outcomes: On completion of this course: CO1. Students' knowledge will be improved about the industrial environment and the processes. CO2. Students will be able to identify and analyze problems in the industrial environment. CO3. Student would be able to work in teams and collaborate with colleagues. CO4. Students will have qualities of critically and creatively analysis. CO5. Students will develop the skills required to succeed in the industry.	

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : I

Programme: PG	Year: I
Class: MA(JMC)	Semester: I
Credits : NC **Theory : 0** **Practical : 0**	**Subject: University Social Responsibility (USR)**
Course Code: **NECC-112**	**Title: University Social Responsibility (USR)**

Course Objectives: On completion of the course, students should be able:
1. To provide an understanding of the concept of social responsibility and its importance in the modern world.
2. To equip with the skills and knowledge necessary to effectively engage in community outreach activities.
3. To develop an understanding of the various forms of community outreach and their potential impact on society.
4. To have the opportunity to develop their leadership and communication skills through community outreach activities.
5. To develop their own community outreach projects and initiatives

Nature of Paper: SEC

Minimum Passing Marks/Credits: 50% Marks

L:
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	Students who complete this course will have a better knowledge of the University Social Responsibility (USR) and its significance in the contemporary world. In addition to learn how to utilize USR as a tool for improving their skills and knowledge, students will also learn how to establish and implement USR programmes in their local communities. The course will address subjects such as the origin and growth of USR, the functions of academic institutions within USR, the value of community involvement, and the effects of USR on the neighborhood. Additionally, students will learn how to create and carry out USR initiatives in their neighborhood and how to utilize USR as a tool to advance their knowledge and skills. Assessment shall be activities and the viva based and it will carry 25 Marks. The assessment will be done by Internal Examiners.	

Reference / Text Books:
NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it. NOT APPLICABLE	
Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	
Total:	25
Prerequisites for the course: Basic knowledge of computer and software	

Course Learning Outcomes: On completion of this course:

CO1. Students will have the understanding about social responsibility and its importance in the community.

CO2. Students will have knowledge of various forms of community outreach activities and their impact on the community.

CO3. Students will have skills that necessary to effectively plan, implement, and evaluate community outreach initiatives.

CO4. Students will have understanding of the importance of diversity and inclusion in community outreach.

CO5. Students will encourage students to develop their own community outreach projects and initiatives

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : I

Programme: PG Class: MA(JMC)	Year: I Semester: I
Credits : NC Theory : 0 Practical : 0	Subject: SPORTS
Course Code: SPT-111	Title: SPORTS

Course Objectives: On completion of the course, students should be able:
1. To promote physical fitness and health.
2. To develop teamwork and social skills.
3. To foster senses of fair play and respect for rules.
4. To provide enjoyment and a sense of accomplishment.
5. To promote sportsmanship and camaraderie.

Nature of Paper: SEC

Minimum Passing Marks/Credits: 50% Marks

L:
T:
P: 2 (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	The psychological aspects of sport, such as motivation, goal-setting, and performance improvement, will be covered in this course. Sport-related physical exercise helps the students to maintaining a healthy weight, building strong bones and muscles, and lowering their risk of contracting chronic illnesses including heart disease, diabetes, and some types of cancer. Sport can aid pupils in reducing stress, boosting confidence, and creating a positive self-image. Additionally, it can aid in the development of social abilities like cooperation, communication, and problem-solving. Students who play sports can improve their leadership abilities, including communication, goal-setting, and decision-making. Their future careers will benefit from these talents. Assessment shall be activities and the viva based and it will carry 50 Marks. The assessment will be done by Internal Examiners.	

Reference / Text Books:
NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination 2) Presentations /Seminar 3) Assignments 4) Research Project Report Seminar On Research Project Report 5) ESE	20 20 10
Total:	50
Prerequisites for the course: Basic knowledge of computer and software	
Course Learning Outcomes: On completion of this course: CO1. Student physical and mental health will be improved. CO2. Student will have social skills, such as teamwork, communication, and problem-solving. CO3. Students will foster a sense of fair play and respect for rules. CO4. Students will be able to manage stress, build self-confidence, and develop a positive self-image. CO5. Students will have leadership skills, such as decision-making, goal-setting, and communication.	

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : II

Programme: PG Class: MA(JMC)	Year: I Semester: II
Credits : 4 Theory : 4 Practical : 0	Subject: ELECTRONIC MEDIA
Course Code: MAJMC-121	Title: ELECTRONIC MEDIA
Course Objectives: On completion of the course, students should be able: 1. To know the history and importance of Electronic Media. 2. To know about various tools and techniques of production for Radio and Television programmes. 3. To learn the use of various audio-video programme formats for broadcasting. 4. To develop the skills of audio-video editing. 5. To be able to work in electronic media as professional.	
Nature of Paper: Core/DSE/SEC/GE/AECC: Core	
Minimum Passing Marks/Credits: 40% Marks / 4 Credits	
L: 4 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)	

Unit	Contents	No. of Lectures Allotted
I	Introduction To Radio As A Mass Medium Functioning of Radio Newsroom Production And Elements of Radio Programmes : Aural Sense, Appeal, Narration, Dialogue, Sound Effect, Rapid Getaway, Music, Silence Etc. Types Of News Bulletins Compilation of News and Bulletins News Real and Pool Copy Concept of MW, SW And FM	12-15
II	Nature of Television As Medium of Communication Origin And Development of Television, Television In India Organizational Structure of Television Introduction To Various Television Programmes Role of Television In Development Doordarshan Vs Private Television Channels Television Industry Scenario	12-15
III	Writing For Radio and Television Radio Programme Formats: Newsreel, Talk, Play, Feature, Interview, Story, Filmy Song Etc. Television Interview and Panel Discussion,	12-15

		News Bulletin, News Features , Chat Shows, Fiction And Non-Friction Programme, Documentary and Docudrama, Tele Film, Shop Opera and Serials, Commercial, Entertainment Programme Reality Show Subject Specific Programmes: Rural, Educational, Sports, Discussion, Science, Health & Family Welfare, Women Empowerment.	
IV		Private Service Broadcasting and Public Service Broadcasting Private News TV Channels Alternative Radio: Community Radio, Ham Radio, Radio Bridge, Participating Radio Use Of Software: Sound Forge, Adobe Audition, Noindo, Video Editing Software	12-15

Reference / Text Books:
1. *Bharat mein Radio Prasaran :* Dr. Prashant Kumar, AR Publication, NewDelhi.
2. *Broadcasting in India:* Awasthy, G.C.
3. *Broadcasting and People*: Masani Mehar
4. *The Art of Digital Audio:* Wat Kinson, John, Focal Press
5. *Radio Programming –Tacts and strategy:* Eric &Norverg
6. *Broadcast Journalism -Basic Principles:* S.C. Bhatt.
7. *Radio and T.V. Journalism:* Srivastava K.M.
8. *Television Production Handbook:* Herbert Zettl, 7th ed. Wadsworth.
9. *Video Basics Workbook:* Herbert Zettl, 2nd ed. Wadsworth
10. *Television Production:* 2nd ed. ALAN WURTZE, McGraw Hill Book Company New
11. *Sound Techniques for Video and TV:* Alken Glyn. 2nd ed. London: Focal Press, 1989
12. *Television Producing & Directing:* Blumenthal, Howard J. Barnes & Noble, New York.
13. *Sanchar Ke Saat Sopan:* Rai, Dr. Anil K., Ankit, University Puplishers, New Delhi

If the course is available as Generic Elective, then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
5) Seminar On Research Project Report	
6) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1. Students will know history and importance of Electronic Media.
CO2. Students will able to create programme for Radio and Television.
CO3. Students will able to use the basic techniques of broadcasting
CO4. Students will develop the skills of audio-video editing.
CO5.Students will be able to work in electronic media.

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : II

Programme: PG Class: MA(JMC)	Year: I Semester: II	
Credits : 4 Theory : 4 Practical : 0	**Subject: EDITING**	
Course Code: MAJMC-122	**Title: EDITING**	
Course Objectives: On completion of the course, students should be able: 1. To understand the basics of editing. 2. To acquire the skills of making and editing of newspaper, magazine and other print material. 3. To learn the various process of editing for different platforms of print. 4. To develop the sense of editing according the issues such as crime, politics etc. 5. To join print media as career.		
Nature Of Paper: Core/DSE/SEC/GE/AECC: Core		
Minimum Passing Marks/Credits: 40% Marks / 4 Credits		
L: 4 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		

Unit	Contents	No. Of Lectures Allotted
I	Meaning of Editing Objectives of Editing Elements of Editing Organizational Structure of Editorial Department News Room.	12-15
II	Role and Responsibilities of Editor Functions of News Editor Functions of Chief Sub Editor Qualities and Functions of Sub Editor.	12-15
III	Structure of News Story: Intro, Body, Backgrounder Copy Editing: Selection, Purifying Copy Value Addition and Rewriting, Compilation And News Packaging Importance, Types and Characteristics of Headlines Cartoons Follow Up.	12-15
IV	Editing Political Copy Editing Foreign Copy Editing Copies of News Agencies	12-15

	Editing Sports Copy Editing Business Copy.	

Reference / Text Books:
1. *Fundamentals of Reporting & Editing:* Dr. Ambrish Saxena, Kanishka Publication Delhi.
2. *News Reporting & Editing In Digital Age:* T. K. Ganesh, Gnosis Publishers Delhi.
3. *Professional Journalism:* M.V. Kamath, M.V, Vikas Publishing House PVT. Ltd. New Delhi.
4. *Sampadan Eavm Mudran Technic:* Prabhakar, Manohar / Bhanavat, Sanjeev, Pultizer Institute of Communication Studies, Jaipur.
5. *Samachar Feature Lekhan Evam Sampadan Kala:* Harimohan, Taxshila Prakashan, New Delhi.
6. *Sampadan, Prasht Sajja Aur Mudran:* Jain, Ramesh, Mangaldeep Pub. Jaipur,
7. *Sampadan Kala Evam Pro Pathan:* Harimohan, Taxshila Prakashan, Delhi.

If The Course Is Available As Generic Elective Then The Students Of Following Departments May Opt It. Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites For The Course: Command Over Hindi And English

Course Learning Outcomes: On completion of this course:
CO1. Students will have understanding about the basics of editing.
CO2. Students will able to do making and editing of dummy, printing and layout.
CO3. Students will skilled in process of editing for various platforms.
CO4. Students will develop the sense of editing according the issues such as crime, politics etc.
CO5. Students will be able to work in print media.

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : II

Programme: PG	**Year: I**
Class: MA(JMC)	**Semester: II**
Credits : 3 **Theory : 3** **Practical : 0**	**Subject: TELEVISION PROGRAMME PRODUCTION**
Course Code: **MAJMC-123**	**Title: TELEVISION PROGRAMME PRODUCTION**

Course Objectives: On completion of the course, students should be able:
1. To develop the basic concept about Television Programme Production.
2. To know about the various tools and techniques of Video Camera and Shooting methods
3. To learn the usages of various editing equipments.
4. To know the various television programme formats.
5. To acquired the skills of audio-video content creator.

Nature of Paper: Core/DSE/SEC/GE/AECC: AECC

Minimum Passing Marks/Credits: 40% Marks / 3 Credits

L: 3
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=3Credits)

Unit	Contents	No. of Lectures Allotted
I	Introduction To Television Programme Production The Television Team and Crew Member The Television Studio Studio, ENG And EFP Production Stages of TV Programme Production Script Writing For Various Television Programmes	10-12
II	Introduction To Video Camera and Types Components of Video Camera Lens, CCD, Microphone and Viewfinder, Iris, Aperture and White Balance Working Principle of Video Camera Basic Shots and Their Composition, Camera Movement Concept And Principles of Frame Composing: Space, Head Room and Walking Three Camera Shooting Light And Audio for Television Production	10-12
III	Editing Concepts and Fundamentals Editing - Meaning and Significance Criteria For Editing - Picture, Narration and Music Editing Equipment - Recorder, Player, Vision Mixer, Audio Mixer, Monitor, Speaker Special Effect Generator (Demonstration At NLE) Non Linear Editing	10-12

	and Editing Effects	
IV	Format of Television Programmes Interview And Panel Discussion News Bulletin, News Features , Chat Shows Fiction And Non-Friction Programme Documentary And Docudrama Tele Film, Shop Opera and Serials Commercial, Entertainment Programme and Reality Show	10-12

Reference / Text Books:
1. *Television Production Handbook:* Herbert Zettl, 7th ed. Wadsworth.
2. *Video Basics Workbook:* Herbert Zettl, 2nd ed. Wadsworth
3. *Television Production:* 2nd ed. Alan Wurtze, McGraw Hill Book Company, New York.
4. *Sound Techniques for Video and TV:* Alken Glyn, 2nd ed. London: Focal Press, 1989
5. *Television Producing & Directing:* Blumenthal, Howard J., Barnes & Noble, New York.
6. *Sanchar Ke Saat Sopan:* Rai, Dr. Anil K., Ankit, University Puplishers, New Delhi 2013
7. *Introduction to the Constitution of India:* Lexis Nexis Bitterworths India, New Delhi.

If the course is available as Generic Elective then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1. Students will know about Television Programme Production.
CO2. Students will skilled in Video Camera and Shooting methods
CO3. Students will have knowledge about the various television programme formats.
CO4. Students will able to editing any format of programme.
CO5. Students will acquire the skills of audio-video content creator.

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : II

Programme: PG Class: MA(JMC)	Year: I Semester: II
Credits : 2 Theory : 2 Practical : 0	Subject: ANCHORING
Course Code: MAJMC-124	Title: ANCHORING
Course Objectives: On completion of the course, students should be able: 1. To create an understanding about the basic concept of Anchoring. 2. To familiarize with the mannerism of news room. 3. To acquire the skills on language, pronunciation and articulation. 4. To perform anchoring for current affairs programs, live programs, commentary of occasions. 5. To participate as an anchor in live shows, news bulletin and chat shows.	
Nature of Paper: Core/DSE/SEC/GE/AECC: SEC	
Minimum Passing Marks/Credits: 40% Marks / 2 Credits	
L: 2 T: P:(In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1Credit(4Hrs./Week=2Credits)	

Unit	Contents	No. of Lectures Allotted
I	Personality of The Anchor and The News Presenter. What Constitutes a Personality?	8-10
II	Basics of The News Room of The Channel and The Studio. Accessories And Essentials	8-10
III	Language and Pronunciation. Articulation Current Affairs and General Knowledge	8-10
IV	Reading Practice of The New Bulletin, Scripts. Practice with the Current Affairs Programs, Live Programs, Commentary of Occasions.	8-10

Reference / Text Books:
1. *The ABC of News Anchoring:* Richa Jain Kalra, Pearson Education.
2. *Anchoring TV & Live Events:* Bindiya Dutt (Author), Pustak Mahal

If the course is available as Generic Elective, then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
Seminar On Research Project Report	
5) ESE	75
Total:	100
Prerequisites for the course: Command over Hindi and English	
Course Learning Outcomes: On completion of this course: CO1. Student would be able to describe the basic concept of Anchoring. CO2. Students will familiarize with the mannerism of news room. CO3. Students would have skills of language pronunciation and articulation. CO4. Student would be able to perform anchoring for current affairs programs, live programs and commentary of occasions. CO5. Students will participate as an anchor in live shows, news bulletin and chat shows.	

IIMTU-NEP IMPLEMENTATION
Year: I / Semester : II

Programme: PG	Year: I
Class: MA(JMC)	Semester: II
Credits : 4 Theory : 4 Practical :	**Subject: DEVELOPMENT COMMUNICATION**
Course Code: MAJMC-125	**Title: DEVELOPMENT COMMUNICATION**

Course Objectives: On completion of the course, students should be able:
1. To learn about the concepts, meaning and models of the development
2. To teach different programmes and policies of development.
3. To obtain the knowledge of rural India and its problems regarding communication gap.
4. To know the new concepts of development communication.
5. To be able to work with government and administration in the field of development Communication.

Nature of Paper: Core/DSE/SEC/GE/AECC: DSE

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L: 4
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	Development: Meaning and Concept Theories of Development Problems and Issues in Development Characteristics of Developing Societies Gap between Developed and Developing Societies Millennium Development Goals, Sustainable Development Goals.	12-15
II	Development Communication: Meaning and Concept Definition & Philosophy Role of Media in Development Communication Planning and Strategies in Development Communication Social, Cultural and Economic Barriers Panchayati Raj System	12-15
III	Development Support Communication Issues in Development Communication: Population control, Family welfare, Health, Education, Environment, Women Empowerment Problems in Development Communication Need and Significance of Development Communication in Indian Context.	12-15
IV	Role of Mass Media in Development	12-15

	NGO's Role in Development Development Programmes New Concepts in Development Communication Development Reporting Case Studies.	

Reference / Text Books:
1. *Rural Development and Communication Policies:* Indian Institute of Mass Communication Publication.
2. *Communication and Social Development in India:* B. Kuppuswamy, Sterling Mumbai
3. *Communication and Nation Building:* P.C. Joshi, Publication Division New Delhi.
4. *Communication as Development:* Uma Narula, W.B. Pearce, Southern Illinois University Press.
5. *Education and Communication for Development:* O.P.Dhama & O.P Bhatnagar, Oxford New Delhi.
6. *Media, Communication and Development:* S.C.Mishra: Rawat publication Jaipur.

If the course is available as Generic Elective then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1. Students will learn the concepts, meaning and models of the development
CO2. Students will know different programmes and policies of the development.
CO3. Learner will have knowledge of the rural India and its problems the communication gap.
CO4. Students will have the knowledge about new concepts of development communication.
CO5. Students will be able to the working with government and administration in the field of development Communication.

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : II

Programme: PG Class: MA(JMC)	Year: I Semester: II
Credits : 4 Theory : 4 Practical : 0	Subject: SOCIAL AND POLITICAL SYSTEM OF INDIA
Course Code: MAJMC-126	Title: SOCIAL AND POLITICAL SYSTEM OF INDIA

Course Objectives: On completion of the course, students should be able:
1. To understand the different aspects of society.
2. To create an understanding about the Indian political system.
3. To develop an awareness about of the culture and inter-cultural system of India.
4. To know the role of media in political and social awareness.
5. To know about the concept of Media Impact on Indian Society.

Nature of Paper: Core/DSE/SEC/GE/AECC: DSE

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L: 4
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	Society: Concept and Definition Social Institutions, Family, Community, Social Groups, Social Change: Concept, Process, Types and Agents/Factors Types of Society and Communication: Ancient, Recent Past & Present Social Issues and Mass Media: Human Rights, Consumerism, Women Empowerment	12-15
II	Culture: Concept and Definition Culture, Tradition and Values Various Aspects of Indian Culture Individualism and Collectivism Intercultural Communication	12-15
III	Media Audiences Media Reach Media Access Community Participation Media Impact on Indian Society	12-15
IV	Basic Features of Indian Economy Basic Economic Terms: Per Capita Income, GDP, Budget, Inflation, Economic Planning in India Liberalization, Privatization and Globalization	12-15

	Stock Market, Devaluation FDI Etc	

Reference / Text Books:
1. *Media and Society:* Ravindran, R.K., New Delhi, Common Wealth Publication, (1st edt.)
2. *Media And Culture:* Campbell, Richard, Bedford Publication, (2nd edt.), New York.
3. *Media Culture and Communication:* Singh, J. K., Jaipur, Mangaldeep Publication (1st edt.)
4. *Material Culture and Social Formation in Ancient India:* Sharma, R.S, New Delhi (1st edt.)
5. *Indian Economy:* Dutt and Sundram, New Delhi, S. Chand Publication
6. *Human Right and Media:* Prabhakar, Manohar/Bhanawat Sanjeev, University Book House (P) Ltd (1st edt.), Jaipur.
7. *Mass Communication in India:* Kumar, Kavel J.: Jaico Publication House (3rd edt.) Delhi.
8. *Introduction to the Constitution of India:* Basu, D.D, Lexis Nexis Bitterworths India, New Delhi.

If the course is available as Generic Elective, then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
5) Seminar On Research Project Report	
6) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1. Students will understand the different aspects of society.
CO2. Students would be able to create an understanding about the Indian political system.
CO3. Students will develop awareness about of the culture and inter-cultural system of India.
CO4. Students will have critical understanding of media role in political and social awareness.
CO5. Students will have knowledge about the concept of Media Impact on Indian Society.

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : II

Programme: PG Class: MA(JMC)	Year: I Semester: II
Credits : 3 **Theory : 0** **Practical : 3**	**Subject: PRACTICAL** **Print Media Production**
Course Code: **MAJMC-127P**	**Title: PRACTICAL** **Print Media Production**

Course Objectives: On completion of the course, students should be able:
1. To understand basics of print media.
2. To get in-hand skills of various print media writings.
3. To be able to work on different work of print media such as layout designer, proof reader and more.
4. To have the understanding and skills so they can create new formats of writing or print media platforms.
5. To develop the skills of editing of VFX and SFX.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core Practical

Minimum Passing Marks/Credits: 50% Marks / 3 Credits

L:
T:
P: 6 (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=3Credits)

Unit	Contents	No. of Lectures Allotted
I	Software related to Print Media : Adobe Page Maker, Coral Draw	10-12
II	Photoshop, QuarkXPress, In Design	10-12
III	Audio-Visual Software : Sound Forge, Nuendo, Adobe premiere Pro, Edius Software	10-12
IV	VFX Software (Visual Effect Software / Motion Graphic Software)	10-12

Reference / Text Books:

If the course is available as Generic Elective then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English
Course Learning Outcomes: On completion of this course: CO1.   Students will understand basics of print media. CO2.   Students will get in-hand skills of various print media writings. CO3.   Students will be able to work on different work of print media such as layout designer, proof reader and more. CO4.   Students will have understanding and skills so they can create new formats of writing or print media platforms. CO5.   Students will develop the skills of editing of VFX and SFX.

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : II

Programme: PG	Year: I
Class: MA (JMC)	Semester: II
Credits : NC **Theory : 0** **Practical : 0**	**Subject: Industrial Visits/Seminar or** **Presentation based on the Reports of visits**
Course Code: **NECC-121**	**Title: Industrial Visits/Seminar or** **Presentation based on the Reports of visits**

Course Objectives: On completion of the course, students should be able:
1. To gain a better understanding of the industry and the challenges faced by it.
2. To have an opportunity to network with industry professionals and gain insights into the industry.
3. To do social interaction and networking with professionals.
4. To improve communication and interpersonal skills.
5. To develop the skills required to succeed in the industry.

Nature of Paper: SEC

Minimum Passing Marks/Credits: 50% Marks

L:
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	Seminars and industrial trips are excellent ways to develop student's skills. They offer a chance to educate oneself on the most recent methods and technologies employed in the sector. Students can have a better understanding of the workplace and the difficulties faced by the business by visiting a company or factory. Students can learn more about the industry and the difficulties it faces by attending seminars and giving presentations based on reports of trips. This can assist them in acquiring the abilities needed to excel in the field. Assessment shall be activities and the viva based and it will carry 25 Marks. The assessment will be done by Internal Examiners.	

Reference / Text Books:
NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	

Seminar On Research Project Report 5) ESE		
Total:		25

Prerequisites for the course: Basic knowledge of computer and software

Course Learning Outcomes: On completion of this course:

CO1. Students' knowledge will be improved about the industrial environment and the processes.

CO2. Students will be able to identify and analyze problems in the industrial environment.

CO3. Student would be able to work in teams and collaborate with colleagues.

CO4. Students will have qualities of critically and creatively analysis.

CO5. Students will develop the skills required to succeed in the industry.

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : II

Programme: PG	Year: I
Class: MA(JMC)	Semester: II
Credits : NC **Theory : 0** **Practical : 0**	**Subject: University Social Responsibility (USR)**
Course Code: **NECC-122**	**Title: University Social Responsibility (USR)**

Course Objectives: On completion of the course, students should be able:
1. To provide an understanding of the concept of social responsibility and its importance in the modern world.
2. To equip with the skills and knowledge necessary to effectively engage in community outreach activities.
3. To develop an understanding of the various forms of community outreach and their potential impact on society.
4. To provide students with the opportunity to develop their leadership and communication skills through community outreach activities.
5. To develop their own community outreach projects and initiatives

Nature of Paper: SEC

Minimum Passing Marks/Credits: 50% Marks

L:
T:
P (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	Students who complete this course will have a better knowledge of the University Social Responsibility (USR) and its significance in the contemporary world. In addition to learn how to utilize USR as a tool for improving their skills and knowledge, students will also learn how to establish and implement USR programmes in their local communities. The course will address subjects such as the origin and growth of USR, the functions of academic institutions within USR, the value of community involvement, and the effects of USR on the neighborhood. Additionally, students will learn how to create and carry out USR initiatives in their neighborhood and how to utilize USR as a tool to advance their knowledge and skills. Assessment shall be activities and the viva based and it will carry 25 Marks. The assessment will be done by Internal Examiners.	

Reference / Text Books:	
NOT APPLICABLE	
If the course is available as Generic Elective then the students of following departments may opt it. NOT APPLICABLE	
Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	
Total:	25
Prerequisites for the course: Basic knowledge of computer and software	

Course Learning Outcomes: On completion of this course:

CO1. Students will have the understanding about social responsibility and its importance in the community.

CO2. Students will have knowledge of various forms of community outreach activities and their impact on the community.

CO3. Students will have skills that necessary to effectively plan, implement, and evaluate community outreach initiatives.

CO4. Students will have understanding of the importance of diversity and inclusion in community outreach.

CO5. Students will encourage students to develop their own community outreach projects and initiatives

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : II

Programme: PG	Year: I
Class: MA(JMC)	Semester: II
Credits : 2 Theory : 2 Practical : 0	Subject: MOOCs/Swayam/ NPTEL
Course Code: NECC-124	Title: MOOCs/Swayam/ NPTEL
Course Objectives: On completion of the course, students should be able: 1. To gain extra knowledge with regular courses. 2. To develop their problem-solving skills. 3. To develop their critical thinking skills 4. To enhancing digital literacy. 5. To develop the learning aptitude for new courses and programmes.	
Nature of Paper: SEC	
Minimum Passing Marks/Credits: 50% Marks / 2 Credits	
L: T: P: 2 (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)	

Unit	Contents	No. of Lectures Allotted
	In order to improve skills and maintain competitiveness in the job market, online courses like Moocs and Swayam are becoming more and more crucial. As technology has developed, more and more organizations are seeking candidates who can use the newest tools and technologies. It is possible to swiftly and conveniently learn these abilities through online courses. Students can acquire the knowledge and skills necessary to thrive in their chosen fields by enrolling in online courses with their regular programme. Students can learn important industry knowledge and develop contacts that will aid them in their career by enrolling in courses with other professionals. Assessment shall be online through Moocs/Swayam/NPTEL courses.	

Reference / Text Books:
NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination 2) Presentations /Seminar 3) Assignments 4) Research Project Report Seminar On Research Project Report 5) ESE	20 20 10
Total:	50
Prerequisites for the course: Basic knowledge of computer and software	
Course Learning Outcomes: On completion of this course: CO1. Student will have problem-solving skills. CO2. Student will able critical thinking skills CO3. Student will be well knowledge of digital technologies. CO4. Student will have extra knowledge with regular courses. CO5. Student will develop the learning aptitude for new courses and programmes.	

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : II

Programme: PG Class: MA (JMC)		Year: I Semester: II
Credits : NC Theory : 0 Practical : 0	Subject: SPORTS	
Course Code: SPT-121	Title: SPORTS	
Course Objectives: On completion of the course, students should be able: 1. To promote physical fitness and health. 2. To develop teamwork and social skills. 3. To foster senses of fair play and respect for rules. 4. To provide enjoyment and a sense of accomplishment. 5. To promote sportsmanship and camaraderie.		
Nature of Paper: SEC		
Minimum Passing Marks/Credits: 50% Marks		
L: T: P: 2 (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		

Unit	Contents	No. of Lectures Allotted
	The psychological aspects of sport, such as motivation, goal-setting, and performance improvement, will be covered in this course. Sport-related physical exercise helps the students to maintaining a healthy weight, building strong bones and muscles, and lowering their risk of contracting chronic illnesses including heart disease, diabetes, and some types of cancer. Sport can aid pupils in reducing stress, boosting confidence, and creating a positive self-image. Additionally, it can aid in the development of social abilities like cooperation, communication, and problem-solving. Students who play sports can improve their leadership abilities, including communication, goal-setting, and decision-making. Their future careers will benefit from these talents. Assessment shall be activities and the viva based and it will carry 50 Marks. The assessment will be done by Internal Examiners.	
Reference / Text Books: NOT APPLICABLE		
If the course is available as Generic Elective then the students of following departments may opt it. NOT APPLICABLE		

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination 2) Presentations /Seminar 3) Assignments 4) Research Project Report Seminar On Research Project Report 5) ESE	20 20 10
Total:	50
Prerequisites for the course: Basic knowledge of computer and software	
Course Learning Outcomes: On completion of this course: CO1. Student physical and mental health will be improved. CO2. Student will have social skills, such as teamwork, communication, and problem-solving. CO3. Students will foster a sense of fair play and respect for rules. CO4. Students will be able to manage stress, build self-confidence, and develop a positive self-image. CO5. Students will have leadership skills, such as decision-making, goal-setting, and communication.	

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : III

Programme: PG Class: MA(JMC)	Year: II Semester: III
Credits : 4 Theory : 4 Practical : 0	Subject: MEDIA MANAGEMENT
Course Code: MAJMC-231	Title: MEDIA MANAGEMENT
Course Objectives: On completion of the course, students should be able: 1. To describe the basics concepts about principles and functions of media management. 2. To learn about organizational structures of media institutes. 3. To acquire the skills on leadership and behavioral patterns. 4. To know about new trends and issues of media business. 5. To know the Legal issues in Media Business.	
Nature of Paper: Core/DSE/SEC/GE/AECC: Core	
Minimum Passing Marks/Credits: 40% Marks / 4 Credits	
L: 4 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)	

Unit	Contents	No. of Lectures Allotted
I	Definition and Concept of Management, Principles of Management, Need and Importance of Management. Theories of Management. Ownership patterns in Media (Individual, Partnership, Company, Trust)	12-15
II	Organizational structure of Newspaper. Editorial Management, Advertising Management, Circulation Management, financial Management.	12-15
III	Personnel Management, Human Resource planning, Production and Storage Management, Library Management.	12-15
IV	New Trends in Media Business, Legal issues in Media Business, Media Business and New Technology.	12-15

Reference / Text Books:
1. *Newspaper Organization and Management:* Rucker & Williams, The Lowa state University Press

Lowa.	
2. *The Indian Media Business:* Kohli Vanita : Sage Publications.	
3. *Newspaper Management in India:* Kothari Gulab	
4. *Indian Press from Profession to Industry:* Bhattacharjee Arun, Vikash Publication, New Delhi.	
5. *Handbook of the Media:* Ganaratne Shelton, Sage Publication.	

If the course is available as Generic Elective then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English
Course Learning Outcomes: On completion of this course:
CO1. Student will be able to understand the principles and functions of management.
CO2. Student would be able to work with leadership qualities.
CO3. Student will understand the importance of revenue generation for media organizations
CO4. Student will able to work with media organization.
CO5. Students will know the Legal issues in Media Business.

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : III

Programme: PG Class: MA(JMC)	Year: II Semester: III
Credits : 4 Theory : 4 Practical : 0	**Subject: MEDIA LAW AND ETHICS**
Course Code: MAJMC-232	**Title: MEDIA LAW AND ETHICS**

Course Objectives: On completion of the course, students should be able:
1. To understand the constitutional status of Press freedom.
2. To learn the various laws of India in related to media.
3. To create awareness about the usages of media laws such as cinematograph act, IT laws, press council Act etc.
4. To develop an understanding on the media ethics.
5. To imbibe the social responsibility and respect of law.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L: 4
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	Right to Freedom of Speech and Expression Press Freedom and Constitution Parliamentary Privileges Censorship Press Council Act.	12-15
II	Press and Registration of Books Act 1867 Press (objectionable matters) Act 1951 Copyright Act 1957 Official Secret Act 1923 Prasar Bharti Act.	12-15
III	Law of Defamation Contempt of Court Act 1971 Cinematograph Act 1952 Cyber Law.	12-15
IV	Cable Television Networks (Regulation) Act Working Journalists and Other Newspaper Employees Act Right to Information Act Code of Ethics Broadcasting Code	12-15

Programme Code	
Advertising Code.	

Reference / Text Books:

1. *Press Law in India:* D.D. Basu.
2. *Press Vidhi:* Nand Kishore Trikha.
3. *Press Laws and Ethics of Journalism:* Ravindranath, PK, Authors Press, New Delhi
4. *Freedom of Press and Right to Information in India:* Ambrish Saxen, Kanishka Publication, New Delhi
5. *Media Ethics:* Guha Thakurta, Paranjoy, Oxford University Press, New Delhi
6. *A Practitioners' Guide to Journalistic Ethics:* Bandhyopadhyay, P K and Kuldip Singh Arora, Media Watch Group, New Delhi
7. *Press & Media Law Manual:* Barua, Vidisha, Universal Law Publishing Co. New Delhi
8. *Mass Media Laws and Regulations in India:* Venkateshwaran, K S, Asian Mass Communication Research and Information Centre, Mumbai.

If the course is available as Generic Elective then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
5) Seminar On Research Project Report	
6) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:

CO1.   Students will develop the sense of understanding on the constitutional status of Press freedom.
CO2.   Students will have the knowledge about the various laws of India in related to media.
CO3.   Students will have the sense of the usages of media laws such as cinematograph act, IT laws, press council act etc.
CO4.   Students will develop media ethics understanding.
CO5.   Students will imbibe the social responsibility and respect of laws in students.

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : III

Programme: PG	Year: II
Class: MA(JMC)	Semester: III
Credits : 2 **Theory : 2** **Practical : 0**	**Subject: PHOTOGRAPHY**
Course Code: **MAJMC-233**	**Title: PHOTOGRAPHY**

Course Objectives: On completion of the course, students should be able:
1. To develop the basics concept and importance of Photography
2. To know about the basics of cameras and its creative usages.
3. To learn various tools of Lighting and its artistic usages.
4. To encourage self-employment as a Photo Journalism.
5. To create awareness about various career options in photography.

Nature of Paper: Core/DSE/SEC/GE/AECC: SEC

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L: 2
T:
P:(In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1Credit(4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	Basics of Photography. Brief History of Photography Types of Cameras-Digital, Film	8-10
II	Basics of Cameras DSLR- Lenses, Sensor, Shutter, View Finder Control And Adjustment, Aperture Shutter, ISO, Measurement of Light.	8-10
III	Lighting: Sources of Light-Natural and Artificial Nature and Physical Properties of Light Lighting-Key, Fill and Back. Lighting Aesthetics- Controlling Contrast Through Lighting'	8-10
IV	Photo Journalism-Definition, Concept Role and Importance. Photo Stories, Photo Features and Photo Essays. Photo Appreciation. Photo Editing Tools, Morphing. Latest Trends in Photo Accessories, and Photography.	8-10

Reference / Text Books:
1. *Digital Photography (Hindi) Books:* Author Vishnu Priya Singh, Publisher-Computech Publication Limited.
2. *Digital Photography (Hindi) Harcover:* Riyaj Hasan (Author)-Book Enclave, Jaipur.
3. *Photography Technics and Uses (Photography Taknikand Pryog):* Narendra Singh Yadav and

Published by Rajasthan Hindi Granth Academy.

4. *Practical Photography Digital Camera School: The Step-by-step Guide to Taking Great Picture:* Publisher Carlton Books Ltd. (London).

If the course is available as Generic Elective, then the students of following departments may opt it.

1. Arts and Humanities
2. Commerce and Management
3. All Department

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:

CO1. Students will have understanding about the basics concept and importance of Photography.

CO2. Students will be able to creative usages of camera.

CO3. Students will be able to creative usages of various Lighting for photography.

CO4. Students can opt self-employment as a Photo Journalism.

CO5. Students will aware about various career options in photography.

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : III

Programme: PG **Class: MA(JMC)**	**Year: II** **Semester: III**
Credits : 4 **Theory : 4** **Practical : 0**	**Subject: COMMUNICATION RESEARCH**
Course Code: **MAJMC-234**	**Title: COMMUNICATION RESEARCH**
Course Objectives: On completion of the course, students should be able: 1. To develop the understanding about communication research. 2. To know about various types of methodologies of communication research. 3. To Identify and distinguish between research perspectives and theories. 4. To learn writing of research proposal, synopsis, reports, dissertation and other. 5. To know ethical issues in communication research.	
Nature of Paper: Core/DSE/SEC/GE/AECC: DSE	
Minimum Passing Marks/Credits: 40% Marks / 4 Credits	
L: 4 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)	

Unit	Contents	No. of Lectures Allotted
I	Concept of Research Meaning & Definition of Research Importance of Media Research Areas of Media Research: Source Analysis, Channel Analysis, Message Analysis, Audience Analysis, Feedback Analysis.	12-15
II	Communication Research: Definition & Meaning Contribution of other Social Sciences in communication research Communication Research Process: Essential Steps, Sampling: Meaning and Types of Sampling.	12-15
III	Methods of Data Collection: Survey, Observation, Case studies, Content Analysis Tools of Research: Interview, Questionnaire etc. Types of Data: Primary, Secondary and Tertiary Data Analysis : Mathematica, Excel Solver, SPSS.	12-15
IV	Issues in Communication Research Role of Researcher Methodological Limitations in Communication Research Ethical Issues in Communication Research Graphical Presentation: Histogram, Bar Diagram, Pie Charts	12-15

Reference / Text Books:
1. *Social Research and statistics :* R. N. Mukherjee, Vivek Prakashan, New Delhi.
2. *Media Research:* A. S. A. Berger, Sage Publication, New Delhi.
3. *An Inquiry to Communication Research:* C.R. Kothari
4. *Mass Communication: Research and Analysis:* Saunders Simon R. Et Al.
5. *Mass Communication Research:* Ahson Sayed A. Et Al.
6. *Mass Communication Research Methods:* Kasera Sumit.

If the course is available as Generic Elective then the students of following departments may opt it.
Not Application

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1. Student will able to understand communication research and explain it.
CO2. Student will able to apply various types of methodologies in communication research.
CO3. Student will Identify and distinguish between research perspectives and theories.
CO4. Student will able to create research proposal, synopsis, reports, dissertation and other.
CO5. Students will know ethical issues in communication research.

IIMTU-NEP IMPLEMENTATION
Year: II / Semester: III

Programme: PG **Class: MA(JMC)**	**Year: II** **Semester: III**
Credits : 4 **Theory : 4** **Practical : 0**	**Subject: ENVIRONMENTAL STUDIES**
Course Code: **MAJMC-235**	**Title: ENVIRONMENTAL STUDIES**
**Course Objectives:** On completion of the course, students should be able:

Course Objectives: On completion of the course, students should be able:
1. To develop the understanding about scope and importance of natural resources.
2. To describe the biodiversity and its conservation environmental pollution.
3. To know about the structure and functions of Ecosystem.
4. To develop the sense about environmental ethics, issues and possible solutions.
5. To create the awareness among other students about environment and human health.

Nature of Paper: Core/DSE/SEC/GE/AECC: DSE

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L: 4
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	Scope and Importance of Natural Resources Natural Resources: Renewable and Non – Renewable Forest Resources, Water Resources, Mineral Resources, Food Resources, Energy Resources, Land Resources Ecosystems: Structure and Function of an Ecosystem Producers, Consumers and Decomposers in Ecosystem Energy Flow in the Ecosystem Ecological Succession, Food Chains, Food Webs and Ecological Pyramids	12-15
II	Introduction of Biodiversity and its conservation Genetic, Species and Ecosystem Diversity Bio Geographical Classification of India Value of Biodiversity	12-15
III	Definition of Environmental Pollution Causes and Effects of Environmental Pollution Control Measures of Air Pollution, Water Pollution, Soil Pollution, Marine Pollution, Noise Pollution, Thermal Pollution, Nuclear Pollution Causes and effects of Urban and Industrial Wastes. Solid Waste Management	12-15

IV	Water Conservation, Rain Water Harvesting, Watershed Management	12-15
	Environmental Ethics: Issues and Possible Solutions	
	Climate Change, Global Warming	
	Acid Rain and Ozone layer depletion	
	Population Explosion	
	Environment and Human Health	

Reference / Text Books:
1. *Environment and Media:* Srivastava, K. Manoj, A.R. Publications, Delhi
2. *Environmental Chemistry:* Sharma B.K., Goel Publ. House, Meerut
3. *Text book of Environmental Studies:* Dr. R. Jeyalakshmi, Devi publications, Chennai.
4. *Environmental Biology:* Agarwal, K.C., Nidi Publ. Ltd. Bikaner.

If the course is available as Generic Elective then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1. Students will develop the understanding about scope and importance of natural resources.
CO2. Students will able to describe the biodiversity and its conservation environmental pollution.
CO3. Students will know about the structure and functions of Ecosystem.
CO4. Students will develop the sense about environmental ethics, issues and possible solutions.
CO5. Students will aware about environment and human health.

IIMTU-NEP IMPLEMENTATION
Year: II / Semester: III

Programme: PG	Year: II
Class: MA(JMC)	Semester: III
Credits : 3 Theory : 0 Practical : 3	Subject: AUDIO VISUAL PRODUCTION (Electronic media practical and Viva)
Course Code: MAJMC-236P	Title: AUDIO VISUAL PRODUCTION (Electronic media practical and Viva)

Course Objectives: On completion of the course, students should be able:
1. To learn the basics skills of television program production.
2. To get in-hand practice of scripting for audio-visual production.
3. To get practice of prepare the news bulletin, documentary etc for television.
4. To prepare the various programs for radio.
5. To develop the skills of interviewing of political leaders, celebrities and executives.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core Practical

Minimum Passing Marks/Credits: 50% Marks / 3 Credits

L:
T:
P: 6 (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	Television Programme Production : All the Students have to prepare :- TV News Package, Talk, Script for a Documentary, TV Interview (one each)	10-12
II	Prepare a Short Movie on any Current issue or Documentary on his/her Institute	10-12
III	All the Students have to prepare 5 minutes news bulletin	10-12
IV	All the students have to prepare : Script for Radio Play, Radio Feature, Radio Talk (05 Minute), Radio Interview (One Each)	10-12

Reference / Text Books: NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: NA
Course Learning Outcomes: On completion of this course: CO1. Students will learn the various tools and techniques of television program production. CO2. Students will get in-hand practice of scripting for audio-visual production. CO3. Students will able to prepare the news bulletin for television. CO4. Students will have skills of radio production of different programme formats. CO5. Student becomes fully competent to interview political leaders, celebrities and executives.

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : III

Programme: PG	Year: II
Class: MA(JMC)	Semester: III
Credits : NC Theory : 0 Practical : 0	Subject: Industrial Visits/Seminar or Presentation based on the Reports of visits
Course Code: NECC-231	Title: Industrial Visits/Seminar or Presentation based on the Reports of visits
Course Objectives: On completion of the course, students should be able: 1. To get an opportunity to gain a better understanding of the industry and the challenges faced by it. 2. It will also help them to develop the skills required to succeed in the industry. 3. To get an opportunity to network with industry professionals and gain insights into the industry. 4. To have an opportunity to gain practical experience in the industry. 5. To had social interaction and networking with professionals.	
Nature of Paper: SEC	
Minimum Passing Marks/Credits: 50% Marks	
L: T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)	

Unit	Contents	No. of Lectures Allotted
	Seminars and industrial trips are excellent ways to develop student's skills. They offer a chance to educate oneself on the most recent methods and technologies employed in the sector. Students can have a better understanding of the workplace and the difficulties faced by the business by visiting a company or factory. Students can learn more about the industry and the difficulties it faces by attending seminars and giving presentations based on reports of trips. This can assist them in acquiring the abilities needed to excel in the field. Assessment shall be activities and the viva based and it will carry 25 Marks. The assessment will be done by Internal Examiners.	
Reference / Text Books: NOT APPLICABLE		
If the course is available as Generic Elective then the students of following departments may opt it. NOT APPLICABLE		

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Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination 2) Presentations /Seminar 3) Assignments 4) Research Project Report Seminar On Research Project Report 5) ESE	10 10 5
Total:	25
Prerequisites for the course: Basic knowledge of computer and software	
Course Learning Outcomes: On completion of this course: CO1. Students' knowledge will be improved about the industrial environment and the processes. CO2. Students will be able to identify and analyze problems in the industrial environment. CO3. Student would be able to work in teams and collaborate with colleagues. CO4. Students will have qualities of critically and creatively analysis. CO5. Students will develop the skills required to succeed in the industry.	

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : III

Programme: PG	Year: II
Class: MA (JMC)	Semester: III
Credits : NC **Theory : 0** **Practical : 0**	**Subject: University Social Responsibility (USR)**
Course Code: **NECC-232**	**Title: University Social Responsibility (USR)**

Course Objectives: On completion of the course, students should be able:
1. To get an understanding of the concept of social responsibility and its importance in the modern world.
2. To equip with the skills and knowledge necessary to effectively engage in community outreach activities.
3. To develop an understanding of the various forms of community outreach and their potential impact on society.
4. To provide the opportunity to develop their leadership and communication skills through community outreach activities.
5. To develop their own community outreach projects and initiatives

Nature of Paper: SEC

Minimum Passing Marks/Credits: 50% Marks

L:
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	Students who complete this course will have a better knowledge of the University Social Responsibility (USR) and its significance in the contemporary world. In addition to learn how to utilize USR as a tool for improving their skills and knowledge, students will also learn how to establish and implement USR programmes in their local communities. The course will address subjects such as the origin and growth of USR, the functions of academic institutions within USR, the value of community involvement, and the effects of USR on the neighborhood. Additionally, students will learn how to create and carry out USR initiatives in their neighborhood and how to utilize USR as a tool to advance their knowledge and skills. Assessment shall be activities and the viva based and it will carry 25 Marks. The assessment will be done by Internal Examiners.	

Reference / Text Books:
NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it. NOT APPLICABLE	
Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	
Total:	25

Prerequisites for the course: Basic knowledge of computer and software

Course Learning Outcomes: On completion of this course:

CO1.   Students will have the understanding about social responsibility and its importance in the community.

CO2.   Students will have knowledge of various forms of community outreach activities and their impact on the community.

CO3.   Students will have skills that necessary to effectively plan, implement, and evaluate community outreach initiatives.

CO4.   Students will have understanding of the importance of diversity and inclusion in community outreach.

CO5.   Students will encourage students to develop their own community outreach projects and initiatives

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : III

Programme: PG	Year: II
Class: MA(JMC)	Semester: III
Credits : NC **Theory : 0** **Practical : 0**	**Subject: SPORTS**
Course Code: **SPT-231**	**Title: SPORTS**

Course Objectives: On completion of the course, students should be able:
1. To promote physical fitness and health.
2. To develop teamwork and social skills.
3. To foster senses of fair play and respect for rules.
4. To provide enjoyment and a sense of accomplishment.
5. To promote sportsmanship and camaraderie.

Nature of Paper: SEC

Minimum Passing Marks/Credits: 50% Marks

L:
T:
P: 2 (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	The psychological aspects of sport, such as motivation, goal-setting, and performance improvement, will be covered in this course. Sport-related physical exercise helps the students to maintaining a healthy weight, building strong bones and muscles, and lowering their risk of contracting chronic illnesses including heart disease, diabetes, and some types of cancer. Sport can aid pupils in reducing stress, boosting confidence, and creating a positive self-image. Additionally, it can aid in the development of social abilities like cooperation, communication, and problem-solving. Students who play sports can improve their leadership abilities, including communication, goal-setting, and decision-making. Their future careers will benefit from these talents. Assessment shall be activities and the viva based.	

Reference / Text Books:
NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	20
2) Presentations /Seminar	20
3) Assignments	10
4) Research Project Report Seminar On Research Project Report 5) ESE	
Total:	50
Prerequisites for the course: Basic knowledge of computer and software	
Course Learning Outcomes: On completion of this course: CO1. Student physical and mental health will be improved. CO2. Student will have social skills, such as teamwork, communication, and problem-solving. CO3. Students will foster a sense of fair play and respect for rules. CO4. Students will be able to manage stress, build self-confidence, and develop a positive self-image. CO5. Students will have leadership skills, such as decision-making, goal-setting, and communication.	

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : IV

Programme: PG Class: MA(JMC)	Year: II Semester: IV
Credits : 4 **Theory : 4** **Practical : 0**	**Subject: SPECIALIZED REPORTING**
Course Code: **MAJMC-241**	**Title: SPECIALIZED REPORTING**
Course Objectives: On completion of the course, students should be able: 1. To develop the understanding about concept of specialized reporting. 2. To familiarize themselves with different types of reporting. 3. To develop the general understanding of art culture, sports reporting and other beats of reporting. 4. To motivate towards specific beats/issues. 5. To opt specialized reporting.	
Nature of Paper: Core/DSE/SEC/GE/AECC: Core	
Minimum Passing Marks/Credits: 40% Marks / 4 Credits	
L: 4 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)	

Unit	Contents	No. of Lectures Allotted
I	Concept, definitions and elements of Reporting Reporting Techniques and skills Types of Reporting, Beat Reporting	12-15
II	Understanding of Political Trends and Political Parties Conducting Political Interview Legislative Reporting (Parliament, Assembly and Local Bodies) Rural Reporting Reporting of Autonomous bodies	12-15
III	Basics of Investigative Reporting How to Cover a Crime Incident Analytical Coverage of Crime Complete Understanding of Rural-Urban Crime Pattern Court Reporting	12-15
IV	General Introduction of Sports Journalism Different aspects of Sports Journalism How to Report Cricket, Football, Hockey, Athletics and Tennis Events.	12-15
Reference / Text Books: 1. *Journalism: Principles and Practice:* Tony Harcup, Sage. 2. *The News: Reporting for Media:* Hereis, Sterling Publishers.	

3. *An Introduction to journalism:* Flemming and Hemming way, Vistaar Publications. 4. *The Newspaper's Handbook:* Richard, K.: Routledge Publication. 5. *Reporting for Journalists:* Frost, C., Routledge, London. 6. *Defence Reporting in India- The Communication Gap:* V.C.Natarajan, Trishul Publication.	
If the course is available as Generic Elective then the students of following departments may opt it. Not Applicable	

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
5) Seminar On Research Project Report	
6) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:

CO1.   Students would be able to understand the specialized reporting.
CO2.   Students would be able to familiarize themselves with different types of reporting.
CO3.   Students would be able to develop the general understanding of art culture and sports reporting and other beats of reporting.
CO4.   Students would be self motivated towards specific beats/issues.
CO5.   Students would be able to opt specialized reporting as profession.

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : IV

Programme: PG **Class: MA(JMC)**	**Year: II** **Semester: IV**
Credits : 2 **Theory : 2** **Practical : 0**	**Subject: VIDEO EDITING**
Course Code: **MAJMC-242**	**Title: VIDEO EDITING**

Course Objectives: On completion of the course, students should be able:
1. To develop the understanding of concept, tools and techniques of video editing.
2. To know about the concept of images correction and editing tools.
3. To learn various software of image and video editing.
4. To polish the skills of editing so that learner can opt editing as a profession.
5. To do self-learning of new video editing techniques.

Nature of Paper: Core/DSE/SEC/GE/AECC: SEC

Minimum Passing Marks/Credits: 40% Marks / 2 Credits

L: 2
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	Video Editing: Concept and Uses Theories of Editing Types of Editing Tools of Editing	8-10
II	Correcting Imperfect images Picture Orientation, Cropping, Levels, Altering Brightness and Contrast, Red eye Transactions	8-10
III	Microsoft Office Picture Manager, CorelDraw, Adobe Photoshop Elements,	8-10
IV	Adobe Premier CC (Creative Cloud), and other Editing Software	8-10

Reference / Text Books:
1. *TV Technology-Fundamentals & Future Prospects:* Michel Noll, Artech House Publishers
2. *Television Production-Disciplines and Techniques:* Donald N. Burrows, Thomas D.; Gross, Lynne S.; Wood (Author), William C Brown Pub; 6th edition
3. *Video Editing Handbook:* Aaron Gold.
4. *Editing Techniques with Final Cut Pro:* Michael Wohl, Peachpit Press; 1st edition

If the course is available as Generic Elective, then the students of following departments may opt it.

Not Applicable	
Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
Seminar On Research Project Report	
5) ESE	75
Total:	100
Prerequisites for the course: Command over Hindi and English	
Course Learning Outcomes: On completion of this course: CO1. Students will have the knowledge of concept, tools and techniques of video editing. CO2. Students would be able to do images correction and editing. CO3. Students will be able to use various software of image and video editing. CO4. Students can opt editing as a profession. CO5. Students will self-motivated for learning of new video editing techniques.	

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : IV

Programme: PG Class: MA(JMC)	Year: II Semester: IV
Credits : 4 Theory : 0 Practical : 4	Subject: PROJECT (Garbage Management System of Meerut Development Authority)
Course Code: MAJMC-243P	Title: PROJECT (Garbage Management System of Meerut Development Authority)

Course Objectives: On completion of the course, students should be able:
1. To learn about writing news report about Meerut Development Authority.
2. To be able to create a feature video on the theme of Garbage Management system.
3. To learn about creating documentary.
4. To get the ability to complete assignments on their own.
5. To execute research on local civic issues.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core Practical

Minimum Passing Marks/Credits: 50% Marks / 4 Credits

L:
T:
P: 8 (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	Students makes News Report/ Feature Video/ Radio Documentary/other media related programmes or writing on the subject and submit to department.	

Reference / Text Books:

If the course is available as Generic Elective then the students of following departments may opt it. NA

Evaluation/Assessment Methodology

	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report/Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1. Students will learn about writing news report about Meerut Development Authority
CO2. Students will create feature video on the theme Garbage Management system.
CO3. Students will learn about creating documentary on MDA or local authorities.
CO4. Students will acquire the skill on doing projects on their own.
CO5. Students will motivated for conducting research on local civic issues.

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : IV

Programme: PG Class: MA(JMC)	Year: II Semester: IV
Credits : 3 Theory : 0 Practical : 3	Subject: PRACTICAL/VIVA-VOCE (Content Production for New Media)
Course Code: MAJMC-244P	Title: PRACTICAL/VIVA-VOCE (Content Production for New Media)

Course Objectives: On completion of the course, students should be able:
1. To learn about writing script for blogs.
2. To be able to analyze the news website .
3. To learn the techniques to create content for print as well as digital media.
4. To be skilled in content production.
5. To motivate the students for creating own new media content.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core Practical

Minimum Passing Marks/Credits: 50% Marks / 3 Marks

L:
T:
P: 6 (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	Creation and maintain of blogs	8-10
II	Analysis of different elements and content of a news website	8-10
III	Distinguishing between news, views, opinions, advertisements	8-10
IV	Creation of a simple web page with links to text document, graphics and audio & video document	8-10
V	Creation of a dynamic website in groups	8-10

Reference / Text Books:

If the course is available as Generic Elective then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology

	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:

CO1. Students will write script for blogs.

CO2. Students will be able to analyze the news website.

CO3. Students will create different type of content for print as well as digital media.

CO4. Students will be skilled in content production.

CO5. Students will actively involved in creating own new media content.

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : IV

Programme: PG Class: MA(JMC)	Year: II Semester: VI
Credits : 4 Theory : 0 Practical : 4	Subject: INTERNSHIP
Course Code: MAJMC-245P	Title: INTERNSHIP

Course Objectives: On completion of the course, students should be able:
1. To learn about the working culture of media house.
2. To know about the code of conduct and ethics of production.
3. To develop the understanding to analyze the various roles and responsibilities as a journalism student.
4. To develop a professional network.
5. To absorb working environment of media houses.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core Practical

Minimum Passing Marks/Credits: 50% Marks / 4 Credits

L:
T:
P: 8 (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures
	Students will submit and present their Internship report to the department.	

Reference / Text Books:

If the course is available as Generic Elective then the students of following departments may opt it. NA

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report / Seminar On Research Project Report	75
5) ESE	
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1.   Students will have experience about the working culture of media house.
CO2.   Students will have knowledge about the code of conduct and ethics of media production.
CO3.   Students will be able to analyze the various roles and responsibilities as a journalist and media professionals.
CO4.   Student will encouraged the students for develop a professional network.
CO5.   Students will absorb working environment of media houses.

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : IV

Programme: PG	Year: II
Class: MA(JMC)	Semester: IV
Credits : NC **Theory : 0** **Practical : 0**	**Subject: Industrial Visits/Seminar or** **Presentation based on the Reports of visits**
Course Code: **NECC-241**	**Title: Industrial Visits/Seminar or** **Presentation based on the Reports of visits**

Course Objectives: On completion of the course, students should be able:
1. To get an opportunity to gain a better understanding of the industry and the challenges faced by it.
2. To get an opportunity to network with industry professionals and gain insights into the industry.
3. To participate in social interaction and networking with professionals.
4. To improve communication and interpersonal skills.
5. To develop the skills required to succeed in the industry.

Nature of Paper: SEC

Minimum Passing Marks/Credits: 50% Marks

L:
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	Seminars and industrial trips are excellent ways to develop student's skills. They offer a chance to educate oneself on the most recent methods and technologies employed in the sector. Students can have a better understanding of the workplace and the difficulties faced by the business by visiting a company or factory. Students can learn more about the industry and the difficulties it faces by attending seminars and giving presentations based on reports of trips. This can assist them in acquiring the abilities needed to excel in the field. Assessment shall be activities and the viva based and it will carry 25 Marks. The assessment will be done by Internal Examiners.	

Reference / Text Books:
NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination 2) Presentations /Seminar 3) Assignments 4) Research Project Report Seminar On Research Project Report 5) ESE	10 10 5
Total:	25
Prerequisites for the course: Basic knowledge of computer and software	
Course Learning Outcomes: On completion of this course: CO1. Students' knowledge will be improved about the industrial environment and the processes. CO2. Students will be able to identify and analyze problems in the industrial environment. CO3. Student would be able to work in teams and collaborate with colleagues. CO4. Students will have qualities of critically and creatively analysis. CO5. Students will develop the skills required to succeed in the industry.	

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : IV

Programme: PG	Year: II
Class: MA(JMC)	Semester: IV
Credits : NC Theory : 0 Practical : 0	Subject: University Social Responsibility (USR)
Course Code: NECC-242	Title: University Social Responsibility (USR)

Course Objectives: On completion of the course, students should be able:
1. To provide an understanding of the concept of social responsibility and its importance in the modern world.
2. To equip with the skills and knowledge necessary to effectively engage in community outreach activities.
3. To develop an understanding of the various forms of community outreach and their potential impact on society.
4. To get opportunity to develop their leadership and communication skills through community outreach activities.
5. To develop their own community outreach projects and initiatives.

Nature of Paper: SEC

Minimum Passing Marks/Credits: 50% Marks

L:
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	Students who complete this course will have a better knowledge of the University Social Responsibility (USR) and its significance in the contemporary world. In addition to learn how to utilize USR as a tool for improving their skills and knowledge, students will also learn how to establish and implement USR programmes in their local communities. The course will address subjects such as the origin and growth of USR, the functions of academic institutions within USR, the value of community involvement, and the effects of USR on the neighborhood. Additionally, students will learn how to create and carry out USR initiatives in their neighborhood and how to utilize USR as a tool to advance their knowledge and skills. Assessment shall be activities and the viva based and it will carry 25 Marks. The assessment will be done by Internal Examiners.	

Reference / Text Books:
NOT APPLICABLE

IIMT
UNIVERSITY
— MEERUT (U.P.) —
Transforming Education System, Transforming Lives

UGC Approved
Section 2f & 12B

If the course is available as Generic Elective then the students of following departments may opt it. NOT APPLICABLE	
Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	
Total:	25
Prerequisites for the course: Basic knowledge of computer and software	

Course Learning Outcomes: On completion of this course:

CO1.   Students will have the understanding about social responsibility and its importance in the community.

CO2.   Students will have knowledge of various forms of community outreach activities and their impact on the community.

CO3.   Students will have skills that necessary to effectively plan, implement, and evaluate community outreach initiatives.

CO4.   Students will have understanding of the importance of diversity and inclusion in community outreach.

CO5.   Students will encourage students to develop their own community outreach projects and initiatives.

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : IV

Programme: PG	Year: II
Class: MA(JMC)	Semester: IV
Credits : 2 Theory : 0 Practical : 2	Subject: MOOCs/Swayam/ NPTEL
Course Code: NECC-244	Title: MOOCs/Swayam/ NPTEL

Course Objectives: On completion of the course, students should be able:
1. To gain extra knowledge with regular courses.
2. To help students develop their problem-solving skills.
3. To develop students develop their critical thinking skills
4. To enhancing digital literacy among students.
5. To develop the learning aptitude for new courses and programmes.

Nature of Paper: SEC

Minimum Passing Marks/Credits: 50% Marks / 2 Credits

L:
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	In order to improve skills and maintain competitiveness in the job market, online courses like Moocs and Swayam are becoming more and more crucial. As technology has developed, more and more organizations are seeking candidates who can use the newest tools and technologies. It is possible to swiftly and conveniently learn these abilities through online courses. Students can acquire the knowledge and skills necessary to thrive in their chosen fields by enrolling in online courses with their regular programme. Students can learn important industry knowledge and develop contacts that will aid them in their career by enrolling in courses with other professionals. Assessment shall be online through Moocs courses.	

Reference / Text Books:
NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination 2) Presentations /Seminar 3) Assignments 4) Research Project Report Seminar On Research Project Report 5) ESE	20 20 10
Total:	50
Prerequisites for the course: Basic knowledge of computer and software	
Course Learning Outcomes: On completion of this course: CO1. Student will have problem-solving skills. CO2. Student will able critical thinking skills CO3. Student will be well knowledge of digital technologies. CO4. Student will have extra knowledge with regular courses. CO5. Student will develop the learning aptitude for new courses and programmes.	

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : IV

Programme: PG Class: MA(JMC)	Year: II Semester: IV
Credits : 2 Theory : 0 Practical : 2	Subject: Entrepreneurship
Course Code: NECC-245	Title: Entrepreneurship
Course Objectives: On completion of the course, students should be able: 1. To develop the understanding on concept of entrepreneurship. 2. To promote entrepreneurship. 3. To develop teamwork and entrepreneurship skills. 4. To know the rules and regulations of IPR, business and entrepreneurship. 5. To develop new idea for entrepreneurship.	
Nature of Paper: SEC	
Minimum Passing Marks/Credits: 50% Marks / 2 Credits	
L: T: P: 2 (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)	

Unit	Contents	No. of Lectures Allotted
	Need of becoming entrepreneur. Ways to become a good entrepreneur. Enabling environment available to become an entrepreneur. Different Govt. institutions/schemes promoting Entrepreneur viz., Gramin banks, PMMY-MUDRA loans, DIC, SIDA, SISI, NSIC, SIDO Ways to set up an enterprise and different aspects involved viz., legal compliances, Marketing aspect, Budgeting, etc. Day to day monitoring mechanism for Maintaining an enterprise. Different Government schemes supporting entrepreneurship. Examples of successful and unsuccessful entrepreneurs Assessment shall be activities and the viva based.	

Reference / Text Books: NOT APPLICABLE
If the course is available as Generic Elective then the students of following departments may opt it. NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	20
2) Presentations /Seminar	20
3) Assignments	10
4) Research Project Report	
Seminar On Research Project Report	
5) ESE	
Total:	50
Prerequisites for the course: Basic knowledge of computer and software	

Course Learning Outcomes: On completion of this course:

CO1. Students will develop the understanding on concept of entrepreneurship.

CO2. Students will have basic information of various private and government promotional policies/schemes.

CO3. Students will have skills of teamwork and entrepreneurship.

CO4. Students will have basic knowledge of the rules and regulations of IPR, business and entrepreneurship.

CO5. Students will be able to create new idea for entrepreneurship.

IIMTU-NEP IMPLEMENTATION
Year : II / Semester : IV

Programme: PG	**Year: II**	
Class: MA(JMC)	**Semester: IV**	
Credits : NC **Theory : 0** **Practical : 0**	**Subject: SPORTS**	
Course Code: **SPT-241**	**Title: SPORTS**	

Course Objectives: On completion of the course, students should be able:
1. To promote physical fitness and health.
2. To develop teamwork and social skills.
3. To foster senses of fair play and respect for rules.
4. To provide enjoyment and a sense of accomplishment.
5. To promote sportsmanship and camaraderie.

Nature of Paper: SEC

Minimum Passing Marks/Credits: 50% Marks

L:
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit   (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	The psychological aspects of sport, such as motivation, goal-setting, and performance improvement, will be covered in this course. Sport-related physical exercise helps the students to maintaining a healthy weight, building strong bones and muscles, and lowering their risk of contracting chronic illnesses including heart disease, diabetes, and some types of cancer. Sport can aid pupils in reducing stress, boosting confidence, and creating a positive self-image. Additionally, it can aid in the development of social abilities like cooperation, communication, and problem-solving. Students who play sports can improve their leadership abilities, including communication, goal-setting, and decision-making. Their future careers will benefit from these talents. Assessment shall be activities and the viva based and it will carry 50 Marks. The assessment will be done by Internal Examiners.	

Reference / Text Books:
NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination 2) Presentations /Seminar 3) Assignments 4) Research Project Report Seminar On Research Project Report 5) ESE	20 20 10
Total:	50
Prerequisites for the course: Basic knowledge of computer and software	
Course Learning Outcomes: On completion of this course: CO1. Student physical and mental health will be improved. CO2. Student will have social skills, such as teamwork, communication, and problem-solving. CO3. Students will foster a sense of fair play and respect for rules. CO4. Students will be able to manage stress, build self-confidence, and develop a positive self-image. CO5. Students will have leadership skills, such as decision-making, goal-setting, and communication.	

School of Media, Film & Television Studies

ACADEMIC HANDBOOK

ORDINANCE & ACADEMIC REGULATION
(As per National Education Policy-2020 & UGC Regulation)
PG DIPLOMA IN PUBLIC RELATIONS AND ADVERTISING
(PGDPRA)

CONTENT

1. **PREAMBLE**

PG Diploma in Public Relations and Advertising (PGDPRA) is a one year postgraduate diploma program that offers CBCS based curriculum divided into two semesters. The programme develops accordingly NEP that covers core papers, skills enhancement course, ability enhancement compulsory courses and other for provide multidisciplinary flexible curriculum.

School of Media, Film & Television Studies is running PGDPRA covers the all aspects of media (Print, Electronic & Web). These programmes also includes the allied aspects of Media like Public Relations, Advertising, Media Research, Computer Application, Media Law, Mass Media Writing Skills, Polity, Society, Indian Constitution, Development Communication etc. The School has well equipped Studio with Audio and Audio-Visual Recording & Editing facilities and Smart Class Rooms with LCD Projectors. The School organizes the visits to Newspaper Offices and TV Channels time to time to acquaint the students with practical aspects of Media and for interface with eminent Media personalities. The following exercises/activities are specially included in PGDPRA study programme-

1.   Script Writing (Print, TV, Radio, Digital Media)
2.   On spot Reporting
3.   Page Making/Designing
4.   Camera Handling and Photography
5.   TV Room Exercises and TV Production
7.   Documentary Film Production
8.   Advertising
9.   Public Relations
10.   Guest Lectures, Workshops, Quiz etc.
11.   Power Point Presentations
12.   Hindi & English Typing
13.   Study Material and Books etc.

This Ordinance shall apply to the PG Diploma in Public Relations and Advertising Diploma programme:

- Name of the course is PG Diploma in Public Relations and Advertising

- Short title of the course is PGDPRA

2. **DEFINITIONS AND NOMENCLATURE**

In these Regulations, unless the context otherwise requires:
1.   "Programme" means Diploma Programme like PGDPRA.
3.   "Course" means a theory or practical subject that is normally studied in a semester.
4.   "Vice - Chancellor of IIMT-University" means the Head of the University.
5.   "Registrar" is the Head of all Academic and General Administration of the University.

6. "Dean" means the authority of the school who is responsible for all academic activities of various programmes and implementation of relevant rules of these Regulations pertaining to the Academic Programmes.

7. "Controller of Examinations" means the authority of the University who is responsible for all activities related to the University Examinations, publication of results, award of grade sheets and degrees.

8. "Dean - Student Welfare" is responsible for all student related activities including student discipline, extra and co - curricular activities, attendance and meetings with class representatives, Student Council, and parent - teacher meet.

9. "HoD" means the Head of the Department concerned.

10. "University" means IIMT-University, Meerut.

11. "TCH" means Total Contact Hours - refers to the teaching - learning periods.

12. "DEC" means Department Exam Committee.

13. "BoS" means Board of Studies.

14. "ACM" means Academic Council Meeting the highest authoritative body for approval for all Academic Policies.

15. "Class Co-ordinator" is a faculty of the class who takes care of the attendance, academic performance, and the general conduct of the students of that class.

16. "IA" is Internal Assessment which is assessed for every student for every course during the semester.

17. "ESE" is End Semester Examination conducted by the University at the End of the Semester for all the courses of that semester.

18. "UGC" means University Grants Commission.

19. "MHRD" means Ministry of Human Resource Development, Govt. of India.

20. "AICTE" means All India Council of Technical Education.

21. "HEI" means Higher Education Institutions.

3. VISION AND MISSION OF THE SCHOOL

3.1 VISION:

We offer a comprehensive curriculum combining theoretical knowledge and practical skills to foster innovation, critical thinking, and ethical responsibility. Our goal is to shape future media leaders with expertise in mass media, leadership, and writing, while promoting sustainability, human rights, and global well-being.

3.2 MISSION:

1. Our mission is to offer the best Media Education by striking a balance between theoretical learning and practical experience.

2. We foster creative thinking and cultivate value-oriented, highly skilled media professionals.

3. SOMFT guides talented minds in the right direction, enriching the media industry with positivity.

4. Our students are well-equipped with expertise in journalistic techniques and public relations skills.

5. Mass Communication is a multidisciplinary and versatile field of study, preparing students for employment and self-employability. We encourage students to explore new start-ups and entrepreneurship in media.
6. SOMFT is committed to instilling moral values and a sense of social responsibility in our students.

4. PROGRAM EDUCATIONAL OBECTIVES
PEO1: The program enable the students to be good media professional. The media ethics and laws are the part of curriculum.
PEO2: Journalism and mass communication is practice based programme. Hence the program includes all the aspects of public relations and advertising.
PEO3: The program covers all the requirements of media industry. The students are taught and trained in a manner that they can become good media professionals.
PEO4: To prepare students good citizen having excellent human values.
PEO5: Students to become professional and technically sound.

5. PROGRAM OUTCOME
Programme Outcomes (POs):
PO1: Students will know the glorious history of Indian media specially Public Relations and Advertising.
PO2: Students will get the publishing and broadcasting skills.
PO3: Students will be familiar with the social responsibilities of media.
PO4: Students will have expertise for Print, Electronic and Digital Media.
PO5: Students will have in-hand practice of digital media techniques. He/She will prepared for self-employability.
PO6: Students will know different writing patterns for various media platforms.
PO7: Students will be sensitive towards environment and social issues.
PO8: The students will aware about the seventeen sustainable goals of United Nations Organization.

6. PROGRAM SPECIFIC OUTCOME
PSO1: The students will have the required skills for print media.
PSO2: Students will know the different aspects of electronic media.
PSO3: Students will know usages of audio-video technologies and softwares for creative media content production. .
PSO4: Students will have knowledge of the media writing techniques.
PSO5: Students will to know the different aspects of digital media.
PSO6: Students will have understand the important aspects of social media.
PSO7: Students will acquire the tools and techniques of Public Relations and Advertising.
PSO8: Students will have understanding on media laws and ethic.
PSO9: Students will get encouraged for self-employment.
PSO10: Students will aware of social, cultural and environmental issues.

7. ADMISSION

The admission policy and procedure shall be decided from time to time by the University based on the guidelines issued by the UGC/NEP/AICTE and Ministry of Education (MoE), Government of India.

Seats are also made for Non-Resident Indians and foreign nationals, who satisfy the admission eligibility norms of the University. The number of seats in each of the PGDPRA diploma programe will be decided by the University as per the directives of AICTE/ UGC / MOE, Government of India, considering the market demands.

7.1 INTAKE CAPACITY
- Intake capacity is 20

8. ELEGIBILITY
Admission Eligibility:
- Graduation or equivalent from any recognized University by UGC in any branch of knowledge and should have obtained at least 40% marks (Passing Marks in case of candidate belonging to reserved category) in the qualifying examination.

- A one year (2 semesters) Post Graduation Diploma of study in the chosen discipline or field, including vocational and professional areas form any UGC recognized University/Institution.

- An Academic Bank of Credit (ABC) has been established which would digitally store the academic credits earned from various recognised HEIs so that the degrees from an HEI can be awarded taking into account credits earned.

9. CURRICULUM
For the purpose of awarding diploma, the curriculum for PGDPRA programs is structured to have a minimum of credits and NCC (Non-credit Audit Courses) as specified in the evaluation scheme approved by the university's Board of Studies and spread out across four semesters of study.

Under CBCS, the degree program will consist of the following categories of courses:
1. Core theory Course- CC
2. Skill Enhancement Course – SEC
3. Ability Enhancement Compulsory Courses – AECC
4. Practical Core Courses- PCC
5. Research Project-RP (Minor & Major)
6. Internship (Industrial/Research)
7. Minor Certification Integrated with UG Degree

10. MEDIUM OF INSTRUCTION
The medium of instruction is ENGLISH & HINDI for all courses, examinations, seminar presentations and project reports.

11. CHOICE BASED CREDIT SYSTEM (CBCS)/LOCF/OBE

The university follows a flexible Choice Based Credit System and Slot based table. The student is given the option of selecting the number of credits to undergo in a semester, subject to the curriculum requirements of minimum and maximum. Accordingly, the students shall be given the option for selecting their courses (GE & DSE). Under CBCS, the diploma programme will consist of the following categories of courses:

Table 1. Distribution of Credits (Evaluation Scheme)

S.N.	Category	
1	Core theory Course- CC	
2	Skill Enhancement Course – SEC	
3	Generic Elective Course – GEC	
4	Discipline Specific Elective – DSE	
5	Ability Enhancement Compulsory Courses– AECC	As format 1 & 2 of CBCS
6	Practical Core Courses- PCC	
7	Research Project-RP (Minor & Major)	
8	Internship (Industrial/Research) MOOCS	
9	Minor Certification Integrated with UG Degree	

12. **REGISTRATIONS FOR COURSES IN A SEMESTER**
A student will be eligible for registration of courses only if he/she satisfies the regulation (progression), and has cleared all dues to the University, Hostel and Library up to the end of the previous semester if student is not debarred from enrolment on disciplinary grounds. Except for the first-year courses, registration for a semester will be done during a specified week before the start of the semester as per the Academic Calendar.
Late registration /enrolment will be permitted by the Dean of the School for genuine cases, on recommendation by the Head of the respective department, with a late fee as decided from time to time.

13. **ATTENDANCE**
The faculty handling a course must finalize the attendance, 3rd calendar days before the last instructional day of the course and submit to the Dean/HoD through the class teacher.

- A student with less than 75% attendance (Total Contact Hours -"TCH") in any course, will not be permitted to appear for the end-semester examination in that course, irrespective of the reason for the shortfall of the attendance. The student is however permitted to avail Academic Leave up to 10% for attending academic related activities like, Industrial Visits, Seminars, Conferences, Competitions etc., with the prior approval of the Dean/HoD. After the event, the student should submit the relevant documents for proof to the Dean/HoD for approval of the Academic Leave.

- The remaining 25% allowance in attendance is given to account for activities under NCC/NSS / Cultural / Sports/ Minor Medical exigencies etc.

- A student with an attendance ("TCH" - Total Contact Hours) between 40% and 75% in any course will fall under the category "CO (Carry Over)", which means Repeat the Course during the Summer / Winter break. Students under "CO (Carry Over)" category will not be permitted to attend the Regular End Semester Examinations for that course. During the Summer / Winter break, the regular courses of the respective semester will be offered as Summer/Winter Courses, to enable the students to get required attendance and internal assessment marks to appear in the Repeat examination.

- Students under "CO (Carry Over)" category in any course shall attend, the immediately following Summer / Winter course. The detailed schedule of the Summer / Winter courses offered in every semester will be announced during the end of that semester. The student who has obtained "CO (Carry Over)" has to select their appropriate slots and courses, optimally to attend the courses. The student, whose attendance falls below 40% for a course in any semester, will be categorized as "RA", meaning detained in the course for want of attendance and they will not be permitted to write the End Semester Exam for that course. The procedure for repeating the course categorized as "RA".

13.1 CONDONATION FOR MEDICAL CASES
For medical cases, submission of complete medical history and records with prior information from the parent / guardian to Dean (Students Welfare) is mandatory. The assessment of such cases will be done by the attendance sub-committee on the merit of the case and put-up recommendations to the Vice-Chancellor. Such condonation is permitted only twice for a student in the entire duration of the program. The Vice-Chancellor, based on the recommendation of the attendance sub-committee may then give condonation of attendance, only if the Vice-Chancellor deems it fit and deserving. But in any case, the condonation cannot exceed 10%.

13.2 ADDITIONAL CONDONATION
Additional condonation may be considered in rare and genuine cases which includes, approved leave for attending select NCC / Sports Camps, cases requiring prolonged medical treatment and critical illness involving hospitalization. For such select NCC / Sports Camps prior permission for leave shall be obtained by the respective faculty coordinator / Director of sports from the designated authority, before deputing the students.

14. ASSESSMENT PROCEDURE

14.1 Internal & External Assessment Marks
PGDPRA programme shall have two components of assessment namely:
- Internal Assessment Marks "IA": This assessment will be carried out throughout the semester as per the Academic Schedule.

- End Semester Examination Marks "ES": This assessment will be carried out at the end of the Semester as per the Academic Schedule

Table 2: Weightage of the IA and ES for various categories of the courses.

S. No.	Category of Courses	IA Weightage	IA Minimum	ESE	ESE Minimum	Passing minimum (IA + ESE)
1	Theory Course	25%	50%	75%	30%	40%
2	Practical Course	25%	50%	75%	50%	50%
3	Design/ Semester Project	25%	50%	75%	50%	50%
4	Research Project (Major & Minor) /Internship and Viva Voce	25%	50%	75%	50%	50%

Theory Course Assessment Weightage

The general guidelines for the assessment of Theory Courses shall be done on a continuous basis is given in Table 2.

Table 3(a): Weightage for theory Assessment:

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report, Seminar On Research Project Report	
5) ESE	75
Total:	**100**

14.2. Practical's Assessment Weightage

For practical courses, the assessment will be done by the course teachers as below:

Assignment/Observation / lab records and viva as approved by the Department Exam Committee "DEC"

a.   Internal Assessment -- 25%

b.   End Semester Examination -- 75%

Table 3(b): Weightage for Practical Assessment:

Evaluation/Assessment Methodology	
	Max. Marks
1) Presentations /Seminar	10
2) Assignments	10
3) Research Project Report, Seminar On Research Project Report/Report	5
4) ESE	75
Total:	**100**

15. RESEARCH PROJECT/ SEMESTER PROJECT - ASSESSMENT

The general guidelines for assessment of Project are given in Table 4.

Table 4: Assessment pattern for Research Project / Semester Project

S.No.	Review / Examination Scheme	Broad Guidelines	Max. Marks
1	First Review	Concept	10
2	Second Review	Design/Outline	10
3	Third Review	Experiment/Analysis	5
4	Final Review/ESM	Project report and Viva - Voce, Results and Conclusion	75
	Total:		100

* Note - Novel Ideas shall be protected by IP Filling (Patent / Design / Copyright).

16. INTERNSHIP

A student has to compulsorily attend Summer / Winter internship during 1st year for a minimum period of 15 days. In lieu of Summer / Winter internship, the student is permitted to register for undertaking case study / project work under a faculty of the University and carry out the project for minimum period of 15 days. In both the cases, the internship report in the prescribed format duly certified by the faculty in-charge shall be submitted to the HoD. The evaluation will be done through presentation and viva.

The assessment will be graded "Satisfactory/Not Satisfactory" and grades as Pass/Fail will be awarded. The Assessment will be done based on the respective assessment rubrics issued by the Head of the Department.

17. FOR NON – CREDIT COURSES / AUDIT COURSES

The assessment will be graded "Satisfactory/Not Satisfactory" and grades as Pass/Fail will be awarded. The Assessment will be done based on the respective assessment as per rubrics issued by the Head of the Department. A student securing less than the minimum specified internal assessment marks in any course will not be permitted to appear for the end-semester examination in that course and will be graded under "CO (Carry Over)" category for that course. This will be denoted in the grade sheet as "CO (Carry Over)", till the course is successfully completed in the subsequent semester(s).

18. CREDIT WEIGHTAGE

- Credits are the weightages, assigned to the courses based on the following general pattern:
  One Hour 1 credits.
  Two Hour Practical 1 credits.

- Credits are the weight ages, assigned to the courses based on the following general pattern:
  One Lecture period per week 1 credits.

One Tutorial period per week 1 credits.
One period of Practical per week 0.5 credits.

- Credits transfer will be accepted by the school as per govt instructions

19.   MAXIMUM DURATION OF PROGRAMME/PROMOTION POLICY

A student may complete the program at a slower pace than the regular pace, but in any case, in not more than N+2 years. A student completing the degree programs in the extended period will not be eligible for university ranking.

19.1   Repeat Examinations

a.   Normally, the results of the End Semester Examinations for Regular Theory courses are announced within a period of 15-20 days after the last regular examination.

b.   During the even semester, the Repeat Examinations will be conducted for even semester courses and during the Odd semester the Repeat Examinations will be conducted for Odd semester courses.

c.   The schedule for the Repeat Examinations will be notified through the Academic Calendar which will be published at the beginning of every academic year.

d.   The students under "CO (Carry Over)" category, who have secured the requisite attendance and internal assessment marks as applicable, by successfully completing the Summer /Winter course, are eligible to register for the Repeat Examinations.

e.   The students who fail to secure a pass or being absent for genuine reasons in their End Semester Examination for the regular courses are permitted to appear for the Repeat Exams by paying the prescribed fee.

f.   For the Supplementary examinations the students with "F" grade in any course shall register by paying requisite fee and appear in the Repeat Examinations.

g.   The students who wish to apply for the revaluation of their answer scripts (Regular/Supplementary/Repeat Examinations) should apply immediately after the announcement of results.

19.2   Temporary Withdrawal from the Programme

a.   A student is permitted to take a break, up to a maximum of 2 semesters, during the entire programme to clear the backlog of arrears.

b.   A student may be permitted by the Vice- Chancellor to withdraw from the entire programme for a maximum of two semesters for reasons of ill health, start – up venture or other valid reasons as recommended by a committee consisting of Head of Department, Dean of School, and Dean (Student Welfare).

19.3 Declaration of results

Declaration of results is a crucial element of the educational system of an Institute on which rests its credibility and reputation. In order to strengthen the process of result declaration it is important to incorporate the following features:

1) Timeliness of declaration of result
2) Clarity of interpretation of the Result Card
3) Comprehensive Format
4) Accessibility
5) Verifiability

19.4 Timeliness of the Result Declaration

Timeliness will made essential in case of both internal and external components of evaluation. The following table shows a timeline for formative, internal, assessments and summative assessments.

Table 5: Timeline for Formative

Formative Assessment (Internal)	
Daily Tasks	Before the next task
Weekly Tasks	Before the next task
Unit End Tests	One week
Summative Assessment (External/ Internal)	
External Components	20-30 days
Internal Components	7-10 days

19.5 Clarity of Interpretation

In the final result, having both internal and external components, it is desirable that both will be mentioned separately, followed by the overall grade. The result will be easy to comprehend. The essential will be included at the back of the result, information about the grading and credit system, interpretation of grades, and conversion of grades to percentage.

19.6 Comprehensive Format of the Report

Results reflect the achievement and competency of learners across all dimensions. A single grade, percentage or score cannot depict the entire range of achievements of a learner. The result will be comprehensive and include all aspects of learning outcomes, i.e., Academic, Social, Moral and Spiritual. University will evolve a format and granularity to suit their assessment profiles and display achievement of learners in respective areas.

19.7 Accessibility

Semester end results will be declared online for both internal as well as external components. This could be in the form of awarded letter grades only. A provision will be made in the website through an automated system whereby students can view their mark sheet through individual logins. To make the system secure, the details such as PRN, seat number will be necessary fields to view results. This will enhance the accessibility and transparency of the evaluation process and will also give the flexibility to present details of evaluation on different

learning outcomes. There will be a provision to access results of preceding semesters also. The results on completion of the program will be accessible to external agencies, e.g., potential employers, other higher educational institutions, for verification of student credentials. Transcripts will be made available as and when requested.

19.8   **Verifiability**

Results and Academic Awards will be valid, comprehensive, and verifiable by external agencies as they have significant link with the entire career path of the students. The verifiability of results by prospective employers, HEIs and other agencies will be managed through the National Academic Depository (NAD) (http://nad.gov.in/). (As per the NAD Website, NAD is a 24X7 online store house of all academic awards i.e., certificates, diplomas, degrees, mark sheets etc. duly digitized and lodged by academic institutions / boards / eligibility assessment bodies. NAD not only ensures easy access to and retrieval of an academic award but also validates and guarantees its authenticity and safe storage. This will enable educational institutions, students and employers' online access/retrieval/verification of digitized academic awards and shall eliminate fraudulent practices such as forging of certificates and mark-sheets).

- A student shall secure the minimum marks as prescribed in Clause 8.0 in all categories of courses in all the semesters to secure a pass in that course.

- Supplementary Examinations: If a candidate fails to secure a pass in Practical/Theory with Practical component / Design Project / Internship / Comprehension courses, due to not satisfying the minimum passing requirement ("U" grade) – as per he/she shall register for the courses by paying the prescribed fee in the subsequent semesters whenever offered by the departments. During the even semester, the supplementary exams will be conducted for even semester courses and during the odd semester the supplementary exams will be conducted for odd semester courses. He/she need not attend the contact course. However, the Internal Assessment marks secured by the candidate will be retained for all such attempts.

- A candidate can apply for the revaluation of his/her end semester examination answer script in a theory course, after the declaration of the results, on payment of a prescribed fee.

- After one years, the internal assessment marks obtained by the candidate will not be considered in calculating the passing requirement. A candidate who secures 40% in the end semester examination will be declared to have passed the course and earned the specified credits irrespective of the score in internal assessment marks.

- Revaluation is not permitted for Practical/Theory with Practical component/Design Project/Internship/Comprehension courses. However, only for genuine grievances as decided by the Exam Grievance Committee a student may be permitted to apply for revaluation.

- Candidate who earns required credits for award of diploma after N+2 years (on expiry of extended period of 2 semesters over and above normal duration of course) he/she will be awarded only second class irrespective of his/her CGPA. However, the period approved under temporary withdrawal, if any, from the programme will be excluded from the maximum duration as mentioned above.

- Semester Abroad Programme: Students who are allowed to undergo internship or Training in Industries in India or abroad during their course work or attend any National / International Institute under semester abroad programme (SAP) up to a maximum of 2 semesters will be granted credit equivalence for the Course Work/project work done by them in the Industry /Foreign Institute as per there commendations of the credit transfer committee.

20. MAXIMUM GAPS BETWEEN SEMESTER/YEAR

A student may be permitted by the Vice- Chancellor to withdraw from the entire programme for a maximum of two semesters for reasons of ill health, start - up venture or other valid reasons as recommended by a committee consisting of Head of Department, Dean of School, and Dean (Student Welfare).

21. CREDIT SYSTEM & GRADING CGPA/SGPA

21.1 INTRODUCTION- CREDIT SYSTEM AND GRADING

IIMT-University implemented the UGC guidelines to all Universities in 2015 for implementation of the choice-based credit system with a view to offer students choice of courses within a program with a flexibility to complete the program by earning credits at a pace decided by the students themselves. The system allowed students to choose inter-disciplinary, intra-disciplinary courses according to their learning needs, interest and aptitude. It was considered as a cafeteria approach and was expected to provide mobility to students. As per the Current credit system practiced in institutions needs comprehensive reforms as they offer very little flexibility, choice and are less learner centric. Diploma offered today are more self-contained focusing on a specialization area and depend a lot on knowledge available with the faculty from the department only. Though the most requisite credit system does exist, wherein students are given a wide choice and flexibility, these exist as small islands in the vast ocean of thousands of educational institutes in India. In such institutions, the curriculum is frequently designed which is learner centric and offering a wide specialization area for students to pick and choose courses from. The institutions shall make attempts wherein the design of the credit system and the teaching and evaluation modes shall be the responsibility of individual course teachers. The students should have the freedom to opt for courses from other specializations and not just from their core specialization. For this there has to be stronger collaborations between departments of the University and outside.

21.2 GRADING SYSTEM

Most institutions follow the absolute grading system which is a simple procedure wherein the marks obtained by students correspond to a specific grade and grade point. It reflects the

individual performance in a particular subject without any reference to the group/class. The absolute grading system has limitations and may be susceptible to some inconsistencies.

The relative grading system on the other hand provides relative performance of a student to a group/class wherein the student is ranked in a group/class on basis of relative level of achievement. In this system decisions are made in advance by the faculty members as to what proportion of students would be awarded a particular grade on the basis of their relative performance and which is done by assigning grades on basis of a normal curve. This facilitates comparative performance and eliminates negative effect of pass or fail.

Relative grading system may be used if the number of students registered for the course is at least 30. For a class of smaller size, an absolute grading scheme may be used. The statistical method may be used with adjustments to calculate the mean (M), median (Md) and standard deviation (SD) of the total marks (TM) obtained by the students registered for the course. If the mean and median coincide, the mean may be used for further computations, otherwise the median may be used. If suppose the mean is used, then the letter grades may be awarded based on the ranges specified in table below:

21.2.1 A grading system as shown in Table 6 will be followed. Table 6: Grading system

LETTER GRADE	RANGE
A+	TM>M+1.75SD
A	M+1.25 SD $\leq$ TM<M+1.75SD
B+	M+0.75 SD $\leq$ TM<M+1.25SD
B	M+0.25 SD $\leq$ TM < M+0.75 SD
C+	M-0.25 SD $\leq$ TM < M-0.25 SD
C	M-0.75 SD < TM < M-0.25 SD
D+	M-1.25 SD < TM < M-0.75 SD
D	M-1.75 SD $\leq$ TM < M-1.25 SD
E+	M-2.0 SD $\leq$ TM < M-1.75 SD
E	M-2.25 SD $\leq$ TM < M-2.0 SD
F	M-2.25 SD > TM
CO	Carry Over (Summer / Winter) due to Attendance deficiency (between 40% and 75%) and/or I. Lack of minimum IA marks
RA	Repeat the course due to (i) Lack of minimum attendance (below 40%) in regular course.
--	DETAINED "RC" or "RA" or both in all registered theory courses of a semester. The student is detained and has to repeat the entire semester.

Letter grades may be improved based on the following scheme: Use the table above to determine grade boundaries. Look for natural gaps in the neighbourhood of grade boundaries. Choose the largest gap in the neighbourhood and make this as the grade boundary. An 'E', 'E+' and 'F' grade may not be a purely relative grade. These may be assigned on the following basis:

•   A minimum, say 30/100, may be set as pass marks for the course. A fail grade may then be awarded only if the Total Marks for the course are less than 30. Otherwise, the students may be awarded the Just Pass Grade D.

- A failure grade may be awarded to students whose marks are below the prescribed minimum even if the table above leads to a pass grade.

Similarly, a lower limit may be set for the 'A' grade also, for instance greater than or equal to 86. Students not achieving the prescribed minimum may be awarded a lower letter grade even if the table above indicates otherwise. A pass grade may be made mandatory for both internal as well as external examinations in the case of a separate internal and external assessment,

a. Internal and External marks may be summed up with appropriate weightages to compute a total out of 100 marks. The letter grade may be assigned on this computed total.

b. Internal and external marks may be graded separately and then the assigned grade points may be used, with appropriate weightages, to compute a final grade point and letter grade.

Grading in the case of Re-evaluations, Retests and Remedial Examinations may be based on the following guidelines:

a. The ranges of marks once computed for awarding letter grades the first time, called the First Distribution (FD), will not be modified.

b. If a re-evaluation leads to a change in marks, then FD will be used to award an appropriate letter grade.

c. A retest may be permitted if-
    i. A student gets a letter grade of E+ or E. In this case, irrespective of the marks obtained, at most D grade may be awarded.

    ii. A student is unable to complete course requirements because of certified illness or tragedy. In this case FD will be used to award an appropriate letter grade.

The use of relative grading system may be recommended in autonomous institutions, institutes of national importance and institutions with high ranking. The results of the relative grading system may be shared by such institutions later with other interested institutions to implement the same.

- GPA is the ratio of the sum of the product of the number of credits C_i of course "i" and the grade points P_i earned for that course taken over all courses "i" registered and successfully completed by the student to the sum of C_i for all "i". That is, GPA $= \sum_i C_i P_i / \sum_i C_i$

- CGPA will be calculated in a similar manner, in any semester, considering all the courses enrolled from the first semester onwards.

- The Grade card will not include the computation of GPA and CGPA for courses with letter grade CO, RC and U until those grades are converted to the regular grades.

- A course successfully completed cannot be repeated.

21.3   GRADE SHEET

Based on the performance, each student is awarded a final letter grade at the end of the semester in each course. The letter grades and corresponding grade points are given in Table 6. A student is considered to have completed a course successfully and earned credits if he/she secures a letter grade other than F, CO, RA in that course.

After results are declared, grade sheet will be issued to each student which will contain the following details:

- Program and discipline for which the student has enrolled.

- Semester of registration.

- The course code, name of the course, category of course and the credits for each course registered in that semester

- The letter grade obtained in each course

- Semester Grade Point Average (GPA)

- The total number of credits earned by the student up to the end of that semester in each of the course categories.

- The Cumulative Grade Point Average (CGPA) of all the courses taken from the first semester.

- Credits earned under Non CGPA courses.

- Medium of Instruction is English.

- Grade Equivalency.

22.   CLASS / DIVISION

22.1   Classification is Based on CGPA And IS As Follows: CGPA $\geq$ 8.0: First Class with distinction
6.5 $\leq$ CGPA <8.0: First Class
5.0 $\leq$ CGPA <6.5: Second Class.

22.2   First Class with Distinction

- Further, the award of 'First class with distinction' is subject to the candidate becoming eligible for the award of the diploma having passed the examination in all the courses in his/her first appearance with effect from I semester, within the minimum duration of the program.

- The award of 'First Class' is further subject to the candidate becoming eligible for the award of the diploma having passed the examination in all the courses within 1 years for PGDPRA.

- The period of authorized break of the program will not be counted for the purpose of the above classification.

23. **TRANSFER OF CREDIT /ACADEMIC CREDIT BANK**

1. Within the broad framework of these regulations, the Academic Council, based on the recommendation of the Credit Transfer Committee so constituted may permit students to transfer part of the credit earned in other approved Universities of repute & status in the India or abroad.

2. The Academic Council may also approve admission of students who have completed a portion of course work in another approved Institute of repute under multiple entry & exit system, based on the recommendation of the credit transfer committee on a case-to-case basis.

3. Students who have completed coursework, at least first year, at some university other than the university to which transfer is sought (may request for transfer of admission to this university. A student may be granted admission only through an admission process that will follow the same policy as for fresh admissions. However, a uniform credit system must be followed by all universities to effect transfer of credits.

4. Credit Transfer request can be submitted only after the student has been admitted in the concerned program and the following conditions are met:

University Grants Commission initiated the concept of National Academic Credit Bank (NAC-Bank) which will be a digital / virtual / online entity to be established and managed by UGC. The main objective of the NAC-Bank would be to facilitate student mobility across the education system wherein the credits can be accumulated and be used at alter point of time for the requirements of partial fulfilment of a degree program.

- The course work has been completed at a UGC approved and accredited University through fulltime formal learning mode.

- The university accreditation grade/ ranking is not lower than that of the university to which the transfer is sought.

- The courses prescribe to the common minimum syllabus under UGC CBCS system.

- The letter grade obtained in the courses is "B" or better.

- The number of credits to be transferred does not exceed the prescribed limit.

- The program in question must have a similar credit system, in particular, modular or semester and the same numeric and letter grading system along with common meaning of the term "credit" in numerical terms.

The aspect of shelf life of courses needs to be considered while accepting credits as obsolescence of knowledge of certain field in terms of its current relevance needs to be investigated. The time lapsed between successful completion of certain courses of the program and the admission to which program transfer is sought needs to be considered. The maximum number of credit points that maybe considered under a credit transfer needs to be specified. Contextual variables such as teaching-learning approach adopted, learning facilities offered, use of evaluation modes may also be considered while preparing the credit transfer policy.

Moderation

Moderation of assessment is an organized procedure which ensures use of valid assessment material and consistent application of criteria, to provide fair academic judgment and reliable outcome in the form of marks or grades. It assures appropriate designing and implementation of assessment activities along with generation of valid and reliable results.

Integration of moderation process with assessment system is imperative for the development of academic quality in higher educational institutions as:

- It addresses any difference in individual judgments of different evaluators.

- It ensures that all achievements in the form of marks and grades across courses reflect achievement of same level of standard.

- It is also carried out to develop a common understanding of the standards and criteria and to recognize performance which demonstrates that standard or fulfils those criteria.

Moderation may be conducted in case there are large number of fail grades or high grades, or when large numbers of students who have received the same grade or clustering of students on letter grades, or when there are discrepancies between grades allocated to individual students in different courses, or to find out the difficulty level of the question paper or whether the assessments modes used cover the entire syllabus or not.

Applicability-Moderation will be made applicable to both external and internal modes of assessment. All programs and courses will indicate, as part of their statements on assessment, arrangements for the moderation of assessed work. This can be done through formulation of a moderation policy and implemented across all programs and courses of instruction and delivery. The time frame for the moderation will be linked with the time frame for assessment. In the event a moderation is triggered, an evaluation will begin with a discussion on the following (though not exhaustive) lines:

a. What are the rubrics used for each of the different types of assessment in the course? Is a standardized/ prescribed rubric used or has the instructor developed his/ her own rubric. If the instructor is using a personally framed rubric, or if there is no identified rubric, then how does the assessment map to learning outcomes?

b. The difficulty level of the questions included in the assessments, i.e., is the difficulty level on the extremes, very easy or very hard.

c. The manner of awarding marks, i.e., has the correction been at the extremes, liberal or tough.

Each department will establish a committee and designate roles and responsibilities at different levels for smooth working of the moderation process. In order to maintain neutrality, it will be ensured that moderator should not be the assessor. Staff members will be trained professionally in assessment techniques and moderation procedures. All assessment material produced by learner including examination sheets, assignments, project reports, research reports etc. will be examined.

Institutions will be encouraged to make the moderation process online. In this system, assessment plans, moderation plans, assessment tools, samples of which may be submitted online. Moderation reports will be generated online so that progress can be tracked and submitted to the COE after the approval of dean by Head of the department. The moderation will not be restricted to just assessment but also include moderation of content and assessment design.

24. **CHANGE OF DISCIPLINE**
"Academic Flexibility" is the provision for innovative and interchangeable curricular structures to enable creative combinations of Courses/Programmes in Disciplines of study leading to Degree/Diploma/PG Diploma/Certificate of Study offering multiple entry and multiple exit facilities in tune with National Education Policy-2020, while removing the rigid curricular boundaries and creating new possibilities of life-long learning.

25. **USE OF TECHNOLOGICAL INTERVENTION**
With the proliferation of different types of access devices, especially mobile access devices, technology has the potential to augment traditional classroom practices and revolutionize learning and evaluation methods. Technology, in fact can be an important driver to enable lifelong learning. Learning and engagement of students is facilitated by use of technology through several modes such as synchronous learning, semi-synchronous learning, blended learning, collaborative learning, flipped classroom etc. MOOC's, especially provided through SWAYAM, are a window of opportunity for lifelong learning and are offered through technology-based platforms. Learning management systems (LMS) may be used by institutions to integrate the entire teaching learning and evaluation process. The Learning Management System may be used by institutions to deliver academic content in blended form and to assess learning through thesis, assignments etc. Open-source learning management systems such as Moodle, Edmodo may be used for posting content in the form of videos, audios, e-learning modules, live class sessions etc. Use of plagiarism detection software will be highly

recommended to check originality of content. In the conduct of examinations, universities face tremendous challenges such as need for trained manpower, distribution of question paper without delays and errors, delays in evaluation of answer scripts, lack of infrastructure to conduct examinations at a large scale, non-availability of faculty members for assessment, security issues faced during paper setting and paper distribution, tampering of certificates and answer scripts etc. For a typical examination department of an institution will be an autonomous body right from registration of student to convocation through an integrated system. In fact, steps must be taken to implement a complete examination management system that considers the complete life cycle of examination process. The use of technology will reduce dependency on human intervention and be error free. The following functions will be automated:

- Registration of students and generating unique PRN,

- Filling up of examination form,

- Generation of seat numbers and admit cards/hall tickets,

- Preparation of list of paper setter,

- Use of question bank system to draw question sets, question paper generation,

- Online distribution of question papers on the day of examination with system of encryption,

- Barcode system for answer books (this will eliminate issues related to errors, avoid malpractices etc.),

- Digitization of answer scripts and onscreen evaluation of answer sheets.

- Tracking of student's performance.

- Marks submission through online software, Viewing of result through online system, Online verification and revaluation system,

- Digitization of certificates and mark-sheets (to avoid tampering and easy retrieval),

- Certificate authentication system,

- Submission of various other applications through online system.

The above will lead to conduct of functions of the examination system in an efficient and transparent manner and timely availability of information to students.

26. STUDENT DISCIPLINE

Every student is required to observe utmost discipline and decorum both inside and outside the campus and not to indulge in any activity which may affect adversely the prestige reputation of the University.

27. STUDENT WELFARE

Any act of indiscipline of a student reported to the Dean (Students Welfare) and Head of the Department will be referred to a Discipline Committee constituted for the purpose. The Committee will enquire into the charges and decide on a suitable punishment if the charges are substantiated. The committee will also authorize the Dean (Students Welfare) to recommend to the Vice-Chancellor for the implementation of the decision. The student concerned may appeal to the Vice-Chancellor, whose decision will be the final

28. RAGGING

Ragging in any form is a criminal and non-bailable offence in our country. The current State and Central legislations provide stringent punishments including imprisonment. Once the involvement of a student(s) is established in ragging, offending fellow students/staff, harassment of any nature to the fellow students/staff etc. the student(s) will be liable to be dismissed from the University, as per the laid down procedures of the UGC / Govt. /Institute. Every senior student at the University, along with their parent, shall give an undertaking every year in this regard and the same should be submitted at the time of Registration.

29. POWER OF MODIFY

Notwithstanding all that has been stated above, the Academic Council is vested with powers to modify any or all the above regulations from time to time, if required, subject to the approval by the Board of Studies and Final approval by Vice-Chancellor.

30. EXIT POINT

Exit Point from the courses:

- A PG Diploma in Public Relations and Advertising after completing 1 year (2 semesters)

31. NC CREDIT COURSE
NA

32. ANY OTHER HEADING AS PER YOUR PROGRAM
NA

Evaluation Scheme

PG Diploma in Public Relations & Advertising- Evaluation Scheme
Semester-I

S.No	Subject Code	Subject Name	Course Category	Periods			Evaluation Scheme			Credits
				L	T	P	IA	EA	Total	
1	PGDPRA-111	Communication	Core	4	0	0	25	75	100	4
2	PGDPRA-112	Public Relations: Principle and Management	Core	4	0	0	25	75	100	4
3	PGDPRA-113	Advertising: Principle and Management	Core	4	0	0	25	75	100	4
4	PGDPRA-114	Media Management	AECC	3	0	0	25	75	100	3
5	PGDPRA-115	New Media	SEC	2	0	0	25	75	100	2
6	PGDPRA-116P	Advertising Practical-viva	Core	0	0	6	25	75	100	3
7	PGDPRA-117P	Advertising Internship	Core	0	0	0	25	75	100	3
		TOTAL					175	525	700	23

PG Diploma in Public Relations & Advertising- Evaluation Scheme
Semester-II

S.No	Subject Code	Subject Name	Course Category	Periods			Evaluation Scheme			Credits
				L	T	P	IA	EA	Total	
1	PGDPRA-121	Marketing Management	Core	4	0	0	25	75	100	4
2	PGDPRA-122	Business Communication	Core	4	0	0	25	75	100	4
3	PGDPRA-123	Government & Public Sector Communication	Core	4	0	0	25	75	100	4
4	PGDPRA-124	Campaign Planning	AECC	3	0	0	25	75	100	3
5	PGDPRA-125	Production Techniques & Methodes	SEC	2	0	0	25	75	100	2
6	PGDPRA-126P	Public Relations Practical-Viva	Core	0	0	6	25	75	100	3
7	PGDPRA-127P	Public Relations Internship	Core	0	0	0	25	75	100	3
		TOTAL					175	525	700	23

Format-3

IIMTU-NEP IMPLEMENTATION
Year - I / Semester - I

Programme: Post Graduate Diploma in Public Relations & Advertising Class: PGDPRA	Year: I Semester: I	
Credits : 4 Theory : 4 Practical : 0	Subject: COMMUNICATION	
Course Code: PGDPRA-111	Title: COMMUNICATION	

Course Objectives: On completion of the course students should be able:
1. To define Communication and Mass Communication.
2. To explain various Models and Theories of Mass Communication.
3. To learn emerging trends in Communication and Mass Communication.
4. To know about different aspects of visual communication and folk media.
5. To understand the role of communication in PRs & Advertising.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L:4
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	**Communication** Communication: Definition, Elements, Functions Kinds of Communication Models of Communication: Aristotle's model, Lasswell Shannon and Weaver, Mclean Model of Communication Charles Osgood, Wilbur Schramm' Model Newcomb, Dance's Helical Spiral Model	12-15
II	**Theories of Communication** Theories of Communication: Sociological and Normative Theories Bullet Theory Psychological or Individual Difference Theory Cultivation Theory , Uses and Gratification theory Agenda Setting Theory, Two Step/Multi Step Flow Free Press Theory Indian Communication Theories: Bharata Muni's Natya Shastra,	12-15
III	**Visual Communication**	12-15

		Visual Communication: Visual Literacy, Perception and Persuasion Psychological and Emotional Aspects of Colour, Shapes Use of Visuals Across Media, Visual Manipulation and Ethics	
IV		**Folk Media** Understanding Folk Media and Oral Tradition Folk Media: Concepts, Definitions, Types, Functions and Significance Elements, Various Forms and Process, Application of Folk Media in Product, Services and Social Communication, Case Studies (Successful Advertising Campaigns which have used Folk Media) Advantages of Folk Media, Electronic Media and Folk Media Folk Theatre Forms: Tamasha, Yakshagana, Bhavai, Therukoothu, Jatra, Ram Lila, Rasa Lila etc, The Art of Puppetry z Street Theatre	12-15

Reference / Text Books:

- Mass-Communication in India: Kevel J. Kumar: Jaico Mumbai
- Mass-Communication Theory-An Introduction: Denis Mc Quail: Sage Delhi
- Bharat Me Sanchar Aur Jansanchar: J.V. Vilanilam: M.P. Hindi Granth Academy Bhopal
- Mass-Communication: Concepts and Issues: D.V.R Murthy: Olivegreen: Kochi
- Mass-, Culture, Language and Arts in India: Mahadev L.Apte: Popular Prakashan Mumbai
- Towards Sociology of Mass-Communication: Denis Mc Quail: Collier –Macmillan
- Introduction to Communication Studies: John Fiske: Methuen London
- The process and Effects of Mass-Communication: Wilbur Schramm and Donald F. Roberts: University pfIllinois press.
- Hand Book of Journalism & Mass Communications by V.S. Gupta, Vir Bala Aggarwal, Concept Publishers, New Delhi.
- Mass Communication Theory & Practice by Uma Narula, Hiranand Publication, New Delhi.

If the course is available as Generic Elective, then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1.   Students will have the understanding of communication and mass communication.
CO2.   Students will able to explain and use various Models and Theories of Communication and Mass Communication.
CO3.   Students will have knowledge about emerging trends in Communication and Mass Communication.
CO4.   Students will have knowledge of different aspects of visual communication and folk media.
CO5.   Students can apply their understanding about communication in PRs & Advertising.

IIMTU-NEP IMPLEMENTATION
Year - I / Semester - I

Programme: Post Graduate Diploma in Public Relations & Advertising Class: PGDPRA	**Year: I** **Semester: I**
Credits : 4 **Theory : 4** **Practical : 0**	**Subject: PUBLIC RELATIONS: PRINCIPLE & MANAGEMENT**
Course Code: PGDPRA-112	**Title: PUBLIC RELATIONS: PRINCIPLE & MANAGEMENT**

Course Objectives: On completion of the course students should be able:
1. To understand the basic concept of the Public Relations.
2. To describe the role and importance of Public Relations.
3. To know the functions of PR agency.
4. To give deep insight on cross cultural & intercultural communication.
5. To develop the sense ethic and application of principle in Public Relations.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L:4
T:
P: (In Hours/Week)
Theory – 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	**Understanding Public Relations** PR: Concepts, Definitions, Role, Scope, Functions New emerging trends Brief History of Public Relations. Theories and Models in PR. Difference and Similarities between PR, Marketing and Advertising, publicity, propaganda and advertising, Social Influence The Power of public opinion and persuasion, Defining publics/stakeholders	12-15
II	**Public Relations Practice and Process** In house PR- Structure, Scope, Role & Function, PR Consultancy Difference between In-house PR and a PR Consultancy, PR Campaigns-Briefs, Pitch, Working on the Account, Client-Agency Relationship The PR process: Research, Strategy, Measurement, Evaluation and Impact	12-15
III	**PR and Media** The Role and Importance of Media in PR	12-15

		Print Media News writing, Broadcast Media News writing & Digital News writing. PR Perspective of Writing & Understanding the Media PR as a Source of News Tools of Media Relations: Press Conference, Press Meet/Tours, Press Releases, Backgrounders, Rejoinders, Feature Writing, Video News Releases, Blog Writing etc; Selection of media in reaching out to its various publics Media Tracking, PR Angle & Response,	
IV		**Public Relations' Evolving Role –Changing Trends** Government PR, Lobbying, Public affairs, Political PR, Spin, PR in Social Sector, PR in Global Setting, Cross Cultural & Intercultural Communication, Entertainment and Celebrity Management Introduction to PR awards, PR Measurements, Events, Sponsorships Trade Shows, Laws and Ethics in PR	12-15

Reference / Text Books:
- Balan, K. R., & Rayudu, C. S. (1994). Public Relations in Action. New Delhi: Castle Book.
- Cutlip, S. M., Center, A. H., & Broom, G. M. (1985). Effective Public Relations. Englewood Cliffs, New Jersey's: Prentice-Hall.
- Cottle, S. (2003). News, Public Relations and Power. London: Sage Publication.
- Black, S., & Sharpe, M. L. (1983). Practical Public Relations. Englewood Cliffs, New Jersey's: Prentice Hall.

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology

	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1. Student will have understanding of basic concept of the Public Relations.
CO2. Student will able to describe the role and importance of Public Relations.
CO3. Students will have the knowledge of the functions of PR agency.
CO4. Students will have deep insight on cross cultural & intercultural communication.
CO5. Students will be able to develop the sense of application of principle of Public Relations.

IIMTU-NEP IMPLEMENTATION
Year - I / Semester - I

Programme: Post Graduate Diploma in Public Relations & Advertising **Class: PGDPRA**	**Year: I** **Semester: I**

Credits : 4 **Theory : 4** **Practical : 0**	**Subject: ADVERTISING: PRINCIPLE & MANAGEMENT**
Course Code: **PGDPRA-113**	**Title: ADVERTISING: PRINCIPLE & MANAGEMENT**

Course Objectives: On completion of the course students should be able:
1. To understand basic concept and principle of Advertising.
2. To know the importance and functions of Advertising.
3. To learn the plan and design the account, planning of Adverting and Advertising Agency.
4. To learn the process of strategic planning and brand management.
5. To develop the sense of practical usages of the principles in Advertising.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L:4
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	**Understanding Advertising** Concept, Nature, Definitions, History/Evolution, Role, Objectives, Functions and Significance, Advertising as a tool of Communication, Role of Advertising in Marketing Mix, Types of Advertising and Classification of Advertising Factors determining advertising opportunity of a product/service/idea, 5 Ms of Advertising Advertising Theories and Models: AIDA Model, DAGMAR Model, Hierarchy of Effects, Maslow's Hierarchy of Needs,	12-15
II	**Advertising Agency** Evolution of Ad Agencies- Various Stages, Various Functional Departments Scope of their Work. Creative Copy & Art, Media, Production, HR etc Introduction to Strategic Planning and its importance. The Process of Planning and Various Steps involved, The Creative Brief: Importance and How to Write an Inspiring Brief,	12-15
III	**Account Management** Agency Operation: The Organizations in Advertising,	12-15

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	Client Related Issues and Process: Stages in the Client Agency Relationship, the Pitching Mechanism-Simulation Creative and Media Briefing Process: Agency: Media Interface, Agency Revenue Process, Setting and Allocating the Budget Various Methods of Budgeting, Budget and Audit Process: Allocation of Budget, Agency Revenue Processes, Audits and its Processes	
IV	**Strategic Planning and Brand Management** Message Strategy Approaches Brand Management Brand Elements – a Sensory Marketing approach, Brand Positioning: POPs, PODs, Perceptual Mapping Brand Extension : Line and Category; Pitfalls; Co-branding, Brand Architecture, Brand Portfolio Management, Building brands, Difference between Marketing Communication & Brand Communication Brand Equity Measurement: Brand Audit: Inventory & Exploratory; Tracking, Global Brand, Luxury Brand Management, B2B Brand Management, Brands & the Digital World; Marketing 5.0	12-15

Reference / Text Books:

- Haig, M., (2008). Brand Failures, Kogan
- Halve, A., (2005). Planning for Power Advertising: A User's Manual for Students and Practitioners, SAGE.
- Martin, B., (2020). Strategic Brand Management, ED-Tech Press UK
- Martin, L., (2005). Brand Sense, Kogan
- Melissa, D., (2009). The Fundamentals of Branding, Ava Publications
- Miles, Y., (2018). Ogilvy on Advertising in the Digital Age, Carlton Books
- Monley, L., & Johnson, C., (2003). Principles Of Advertising: A Global Perspective, Viva Books.
- Mueller & Barbara., (2006). Dynamics of International Advertising: Theoretical And Practical Perspectives, Peter Lang Inc., International Academic Publishers.
- Naomi , K., (2009). No Logo, Macmillan.
- Ogilvy, D., (1997). Ogilvy on Advertising, Prion Books.
- Plessis, D.U. E., (2011). The Branded Mind, Kogan
- Russel, & Thomas, J., (2002). Kleppner's Advertising Procedure, Pentice Hall.
- दोरियाल, के . एस. (2020). आधुनिक विज्ञापन का इतिहास, सु नील बु क्स.
- पंत, एन. सी. इन्द्रजीत सिंह., (2018). विज्ञापन पत्रकारिताः वर्तमान तकनीक एवं अवधारण, कनिष्का प्रकाशन. खानाशामा. (2011). विज्ञापन एवं मीडिया में नारी की छवि, राज पब्लिशिंग हाऊस,
- ज. भाटियातारेश. (2000). आधुनिक विज्ञापन और जनसंपर्क,ं तक्षशिला प्रकाशन, नई दिल्ली

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report/ Seminar On Research Project Report	
5) ESE	75

	Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1. Student will have the understanding of basic concept and principle of Advertising.
CO2. Students would be aware of the importance and functions of Advertising.
CO3. Student will able to plan and design the account, planning of Adverting.
CO4. Students will able to do strategic planning and brand management.
CO5. Students will have the sense of practical usages of the principles in Advertising.

IIMTU-NEP IMPLEMENTATION
Year - I / Semester - I

Programme: Post Graduate Diploma in Public Relations & Advertising Class: PGDPRA	Year: I Semester: I
Credits : 3 Theory : 3 Practical : 0	**Subject: MEDIA MANAGEMENT**
Course Code: PGDPRA-114	**Title: MEDIA MANAGEMENT**

Course Objectives: On completion of the course students should be able:
1. To describe the Indian Media Scenario.
2. To know about Media Planning and its Applications.
3. To acquire the skill of planning, budgeting and media buying.
4. To know about the process of retrieval and interpretation of data.
5. To understand the responsibilities as a media manager.

Nature of Paper: Core/DSE/SEC/GE/AECC: AECC

Minimum Passing Marks/Credits: 40% Marks / 3 Credits

L: 3
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	**Indian Media Scenario** Media Management: Concepts, Origin, Growth, Characteristics and Models, Defining Media Planning. Sources of Media Information: Population Census, Annual Economic Survey, Audit Bureau of Circulation, Indian Newspaper Society handbook, Syndicated Research, Indian Readership Survey (IRS), Database for Electronic Media, BARC, Data on market share.	10-12
II	**Media Planning and its Applications** Media Characteristics: Media Brief, Marketing Information Checklist, Marketing Problems, Objectives, Product category information, Geography/Location, Seasonality/Timing Defining media objectives: target audience objectives, distribution objectives, media terms. Various Models of Media Planning : Applications : Analysis, techniques and implication of a media plan, Information Needs for Making a Media Plan: Marketing and copy background, marketing objectives, media strategy, gross impression analysis, Preparing a Media Brief: Marketing information checklist, the objectives, product category information, geographic location,	10-12

		seasonality	
III		**Budgeting and Evaluation Plan** Setting and allocating the budget. Different methods of setting budget-competitive spending. Objective and task, expenditure per rate, factors affecting the size of the budget. Presentation of media plan to a client. Differences between brand matrix and media matrix. Retrieval and interpretation of data, Audience audit techniques, People meter, single source data, geo-demographic measurement.	10-12
IV		**Media Buying** Media Buying Process : Structure, Roles and Responsibilities, Steps in Buying Process and Objectives of a Media Buyer, New Trends in Media Buying, Problems in Media Buying, Evaluating Media Buys, Media negotiations and strategies, Media Costs. Media Buying Problems. Considerations in Planning and Buying.	10-12

Reference / Text Books:

- Barton, et.al., (1993). Essentials of Media Planning, USA NTC Business Book
- Dominick, J. R., (2001). The Dynamics of Mass Communication: Media In Digital Age, Mcgraw Hill Companies.
- Chaturvedi, B. K., (2018). Media Management, Global Vision Publishing.
- Menon, A., (2010). Media Planning and Buying Principles and Practice In The Indian Context, Tata & Mc graw Hill Education Pvt. Ltd.
- Richard, C., (2010). Turning of Place: Sociable Space and Perspective Digital Media, MIT Press.
- Robert, W. H., (1995). Media Math: Basic Technique of Media Evaluation, Illinois NTS Business Books. ‰ Sissors & Mumbai, (1966).

If the course is available as Generic Elective then the students of following departments may opt it. NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1. Students will have the knowledge of present scenario of the Indian Media.
CO2. Students will have a sense of Media Planning and its Applications.
CO3. Students will acquire the skill of planning, budgeting and media buying.
CO4. Students will know the process of retrieval and interpretation of data.
CO5. Students would be opt media manager profession.

IIMTU-NEP IMPLEMENTATION
Year - I / Semester - I

Programme: Post Graduate Diploma in Public Relations & Advertising Class: PGDPRA	Year: I Semester: I
Credits : 2 Theory : 2 Practical : 0	Subject: NEW MEDIA
Course Code: PGDPRA-115	Title: NEW MEDIA

Course Objectives: On completion of the course students should be able:
1. To describe basic concept of New Media in PRs & Advertising.
2. To learn different aspects of Digital Public Relations.
3. To acquire the skill Digital Marketing & Advertising.
4. To give practical knowledge of Social Media Data management and Measurement.
5. To develop the skills of creating digital Stories, Explainer Videos, Video blogging and podcasting.

Nature of Paper: Core/DSE/SEC/GE/AECC: SEC

Minimum Passing Marks/Credits: 40% Marks / 2 Credits

L: 2
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	**Introduction to New Media** New Media- Evolution, Definitions, Concept and Scope, The New Media Landscape, Characteristics of New Media and Significance, Digital Security: Identity, Malware and Phishing, Old Media vs. New Media, Political Economy of New Media, The Power of New Media, The Changing Mass Media Audience and the Emergence of Social Media (Blogs, Facebook, Twitter YouTube etc) and its Impact on Society, Social blogging	8-10
II	**Digital Public Relations** PR in the age of Digital media: Scope Challenges and Opportunities. Digital PR in Marketing and Brand Promotions. Media Relations in Digital Age. Employees Communication in Digital Age, Financial Communication in Digital Age. Issue management and Crisis Communication.	8-10
III	**Digital Marketing & Advertising** Defining digital advertising: Evolution and current status. Digital Marketing : Search Marketing, Advertising on the web, Social	8-10

| | | Media Marketing, Mobile Marketing. Digital Advertising Agencies – Structure and Functions.
Emerging trends in Digital marketing
Mainstream advertising agencies are going digital and integration today, emerging trends, Digital media integration across advertising, market research, activation etc. Advent of Hybrid Advertising (Online merging with offline) | |
| IV | | **Social Media Data management and Measurement**
Social Media for Consumer Insight, The Role of Social Media in Research, Social Data Management, Primary Social Media Research, Understanding Social Media and How It Has Changed The Way Media Is Produced, Processed, Delivered and Consumed
Creating Content for New Media, Info graphics Digital Stories, Explainer Videos, Interactives, Video blogging and podcasting | 8-10 |

Reference / Text Books:

- Bones, C., (2015). Leading Digital Strategy: Driving Business Growth Through Effective E-Commerce, Kogan
- Chawla, A., (2021). New Media and Online Journalism: Handbook for Media Studies, Pearson.
- Dewdney, A. & Ride, P., (2006). The New Media Handbook, Routledge.
- Felix, L., & Stolarx, D., (2006). Video blogging & Podcasting, Focal Press
- Hall, J., (2001). Online Journalism, A Critical Primer, Pluto Pres
- Hall, J., (2001). Online Journalism, A Critical Primer, Pluto Press.
- Marshall, P. D., (2004). New Media Cultures, Oxford University Press.
- Mirabito, M., & Morgenstern, B. L., (2004). New Communication Technologies, Focal Press. Narayan, S., (2016). India Connected: Mapping the Impact of New Media, SAGE. gov.in/writereaddata/files/Intermediary_Guidelines_and_Digital_Media_Ethics_Code_Rules-2021.pdf
- मिश्र, स्मिता., (2020). डिजिटल क्रांति और हिंदी, अनंग प्रकाशन.
- राठी, नीलम. (2014). इंटरनेट यु ग में मुद्रित माध्यमों की स्थिति और चु नौतियां, तरूण प्रकाशन. झा, प्रवीण कुमार., (2018). सोशल मीडियाः एक अभिव्यक्ति, तरूण प्रकाशन.
- त्रिपाठी, सर्वेश., (2017). सू चना प्रौद्योगिकी प्रबंधन, शिवांक प्रकाशन.
- अनु राधा, आर., 2012. न्यू मीडिया-इंटरनेट की भाषायी चु नौतियां और संभावनाएं, राधाकृष्ण प्रकाशन.

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
5) Seminar On Research Project Report	
6) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:

CO1. Students will have basic understanding of New Media in PRs & Advertising.

CO2. Students will have the different aspects of Digital Public Relations.

CO3. Students will acquire the skill Digital Marketing & Advertising.

CO4. Students will develop the skills of creating digital Stories, Explainer Videos, Video blogging and podcasting.

CO5. Students will able to do Social Media Data management and response Measurement.

IIMTU-NEP IMPLEMENTATION
Year - I / Semester - I

Programme: **Post Graduate Diploma in Public** **Relations & Advertising** **Class: PGDPRA**	**Year: I** **Semester: I**
Credits : 3 **Theory : 0** **Practical : 3**	**Subject: PRACTICAL-VIVA (ADVERTISING)**
Course Code: **PGDPRA-116P**	**Title: PRACTICAL-VIVA (ADVERTISING)**

Course Objectives: On completion of the course students should be able:
1. To understand the basics of the principles and communication of Advertising.
2. To develop the sense of application of creative knowledge in Advertising.
3. To develop the skills of practical usages of the principles in Advertising..
4. To acquire the skill of Digital Marketing & Advertising.
5. To make advertising on various subjects such as social awareness, commercial products & services.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core

Minimum Passing Marks/Credits: 50% Marks / 3 Credits

L:
T:
P: 6 (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	There shall be a Comprehensive Viva Voce based on the courses of the entire programme. It will be conducted by a Board of Examiners comprising of the Dean/HOD or his/her nominee and external expert. The practical/viva carries 100 Marks. It will be conducted by the External and Internal Examiners. The External Examiner will be appointed by the Vice Chancellor.	

Reference / Text Books:

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75

	Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:

CO1. Students can apply their understanding about basics of the principles and communication in PRs & Advertising.

CO2. Students will be able to develop the sense of application of principle of Public Relations.

CO3. Students will have the sense of practical usages of the principles in Public Relations and Advertising.

CO4. Students will acquire the skill Digital Marketing & Advertising.

CO5. Students will have experience of making advertising on various subjects such as social issues, public awareness.

IIMTU-NEP IMPLEMENTATION
Year - I / Semester - I

Programme: **Post Graduate Diploma in Public Relations & Advertising** **Class: PGDPRA**	Year: I Semester: I
Credits : 3 **Theory : 0** **Practical : 3**	**Subject: INTERNSHIP (ADVERTISING)**
Course Code: **PGDPRA-117P**	**Title: INTERNSHIP (ADVERTISING)**

Course Objectives: On completion of the course students should be able:
1. To learn about the working culture of media organization.
2. To know about the code of conduct and ethics of production.
3. To develop the understanding to analyze the various roles and responsibilities as a journalism student.
4. To develop a professional network.
5. To absorb working environment of media organization.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core

Minimum Passing Marks/Credits: 50% Marks / 3 Credits

L:
T:
P: 6 (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	Every student will be assigned the Final Project in First Semester. The Final Project will be pursued by him/her under the supervision of an internal supervisor in the First semester. The student will make his/her final project on the subject/theme approved by the Dean/HOD. The Project Report will be submitted (both in hard and soft copy) by the students at least four weeks prior to the date of commencement of the Examination of the First Semester. At the time of viva, the students will make a Power Point Presentation of the Final Project. The Final Project Report carries 100 Marks. It will be evaluated by External and Internal Examiners. The External Examiner will be appointed by the Vice Chancellor.	

Reference / Text Books:

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	100
Prerequisites for the course: Command over Hindi and English	

Course Learning Outcomes: On completion of this course:

CO1. Students will have experience about the working culture of media organization.

CO2. Students will have knowledge about the code of conduct and ethics of media production.

CO3. Students will be able to analyze the various roles and responsibilities as a journalist and media professionals.

CO4. Student will encouraged the students for develop a professional network.

CO5. Students will absorb working environment of media organization.

IIMTU-NEP IMPLEMENTATION
Year – I / Semester – II

Programme: Post Graduate Diploma in Public Relations & Advertising Class: PGDPRA	Year: I Semester: II
Credits : 4 Theory : 4 Practical : 0	Subject: MARKETING MANAGEMENT
Course Code:PGDPRA-121	Title: MARKETING MANAGEMENT

Course Objectives: On completion of the course students should be able:
1. To understand the basic concept about marketing.
2. To know about the tools and techniques the integrated marketing communication.
3. To learn the marketing strategy & plan.
4. To know the different tools of analysis and identifying the marketing challenges & opportunities.
5. To create a understanding about consumer behavior.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L:4
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	**Understanding Marketing** Introduction to Marketing: Concepts, Principles and Process, Purpose and scope of marketing Marketing Orientation – Production & Product Concept, the Selling Concept, the Customer Concept. Types of Marketing- Service, Retail, Direct, Digital, Network, Social, Influencer etc. Understanding Market Characteristics: Market Size, spread, Dynamics, Stage of Need Evolution, Market Development, Some Key Characteristics of Indian Market	12-15
II	**Integrated Marketing Communication** The Intrinsic Linkages and Evolution of the Concept of 'Marcom', Role of Marketing Communication – Connecting with the Needs and Wants of Consumers, Integrated Marketing Communication - Concept, Definitions, Creating an Integrated Marketing Communication Plan, Advertising Tools, Promotional Tools, Integration Tools, Activation Tools	12-15
III	**Developing Marketing Strategy & Plan** Understanding the Strategic Planning Process, Scanning and Analysis of the Market Environment – The 3 C (Consumer, Competition & Company) and PESTLE Frameworks, SWOT Analysis and Identifying the Marketing Challenges & Opportunities, Competitive Advantage and core Competency, Defining Marketing Objectives and Goals, Marketing	12-15

	Planning, Marketing Strategy – The STP (Segmentation, Targeting, Positioning) Framework, Defining the Marketing Mix – The 4/6/7P Framework, Measurement of the Marketing Plan	
IV	**Understanding Consumer Behaviour** Consumer Marketing – Models and applications, Market Segmentation and Market Targeting - Consumer Segmentation and its Importance in Marketing Strategy Segmentation Parameters and Selection Criteria, The Consumer Behaviour Mapping and the Consumption Decision Making Process, Need for Pre-Post Consumption Behaviour Mapping Understanding Consumer Lifestyles, Culture, Spotting Challenges and Opportunities The Indian Consumer: Psychology and Buying Behaviour Consumer Behaviour, Understanding online consumer behaviour Defining Product, Classification of Products, Product-Brand Synergy: Using the Benefit Laddering technique, Product Differentiation and Positioning, Product Hierarchy: Product Line and Product Mix, Product Lifecycle	12-15

Reference / Text Books:

- Acevedo, C., (2020). Consumer Behaviour and Advertising Management, ED-Tech Press UK.
- Atanton, W. J., (1989). Marketing Management, Mc. graw-Hill Book Co.
- Damian, R., & Jones, R., (2012). Understanding Digital Marketing, Replica Press Pvt. Ltd. India.
- Donovan, R., (2010). Social Marketing: An International Perspective, Cambridge University Press.
- Drayton, B., (2008). Common Sense Direct & Digital Marketing, Kogan Page India Ltd.
- Encyclopaedia of Strategic Marketing Management, (2005). Jaico Publishing House.
- Evans, J. R., & Bern, B., (1985). Marketing, Collien Macmillan. Hartley, K., (2019). Communicate In A Crisis: Understand Engage And Influence Consumer Behaviour To Maximize Brand Trust Kogan Page.
- Kerin, Roser, (n.d.). Strategic Marketing Problems Case Studies, New Jersey.
- Kotler, P., (1989). Social Marketing, The Free Press.
- Thomas, E.C., (2018). Business and Financial Journalism, Department of Publications, IIMC.

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report/Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1. Students can discuss various concepts of Marketing.
CO2. Students able to make Marketing policies and planning.
CO3. Students able to analysis Marketing's changing dynamics, especially in view of seamless markets.
CO4. Students will know the different tools of analysis and identifying the marketing challenges & opportunities.
CO5. Students will able to analysis changing consumer behavior and make strategies accordingly.

IIMTU-NEP IMPLEMENTATION
Year – I / Semester – II

Programme: Post Graduate Diploma in Public Relations & Advertising Class: PGDPRA	Year: I Semester: II
Credits : 4 Theory : 4 Practical : 0	Subject: BUSINESS COMMUNICATION
Course Code:PGDPRA-122	Title: BUSINESS COMMUNICATION

Course Objectives: On completion of the course students should be able:
1. To understand the basic concept about Business Communication.
2. To know about the tools and techniques the Business Communication Strategies.
3. To learn about the Crisis Communication.
4. To know the importance and application of corporate social responsibility (CSR).
5. To develop the skills of Presentation.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L:4
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	**Introduction to Business Communication** Definition, Role, Scope, Functions & Relevance of Business Communication, Defining and Segmenting Stakeholders in Corporate, Internal and External Communications, Elements of a Corporate Communication Plan	12-15
II	**Business Communication Strategies and Tools** Corporate Governance, Crisis Communication, Corporate Reputation management, Corporate Identity, Events, Sponsorships, Trade Shows, Corporate Advertising, CC/PR in Brand Building, Corporate Social Responsibility, Financial Markets and Communication, Investor Relations, Trade Media and its relevance in CC, Managing Internal Communication: Objectives, Internal Publics, Principles, Employee Engagement & Motivation, Executive Communication, Communication Channels, Intranet & Digital Tools	12-15
III	**Crisis Communication** Define crisis, Crisis Communication Theories, Media Handling in Times of Crisis, Various types of crises, Phases of crisis management, crisis planning and reputation management	12-15
IV	**Presentation** Presentations on Perception Management, Case Studies of Indian	12-15

	Media organizations, CSR Presentations, Case Studies of Advertising and PR Agencies, Crisis Communication Presentations	

Reference / Text Books:
- Danny, M., & Desanto, B., (2011). Public Relations: A Managerial Perspective, SAGE.
- L'etang, J., (2008). Public Relations, Concepts, Practice and Critique, SAGE.
- Parsons, Patricia, J., (2005). Ethics in Public Relations: A Guide to Best Practice, Kogan Page. PRSA. APR Study Guide, PRSA New York
- Puthenthara, M., (2012). Perspectives of Public Relations, DC Books
- पंतएन.सी. (2004). जनसंपर्क, विज्ञापन एवं प्रसार माध्यम, तक्षशिला प्रकाशन, नई दिल्ली
- जेठवानी जय श्री, रविशंकर, नरेन्द्रनाथ सरकार., (2000). विज्ञापन और जनसंपर्क सागर प्रकाशन, नई दिल्ली

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1. Students will have the basic understanding about business communication.
CO2. Student will know the tools and techniques the business communication Strategies.
CO3. Students will able to handle Crisis Communication.
CO4. Students will know the importance & application of corporate social responsibility.
CO5. Students will able to work as a Business/Corporate Communicator.

IIMTU-NEP IMPLEMENTATION
Year – I / Semester – II

Programme: Post Graduate Diploma in Public Relations & Advertising **Class: PGDPRA**	**Year: I** **Semester: II**
Credits : 4 **Theory : 4** **Practical : 0**	**Subject: GOVERNMENT AND PUBLIC SERVICE COMMUNICATION**
Course Code: **PGDPRA-123**	**Title: GOVERNMENT AND PUBLIC SERVICE COMMUNICATION**

Course Objectives: On completion of the course students should be able:
1. To understand the basic concept about Government Communication System.
2. To know about various bodies of the Government Information System.
3. To develop the understanding about Public Service Advertising.
4. To know different wings of Government Public Service Communication.
5. To develop sense of working practice of PSA.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L:4
T:
P (In Hours/Week)
Theory – 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	**Government Communication System** Evolution and Necessity of the Government Communication System Basic Principles of Government Communication System Functioning, Scope and Significance, Growth and Development of Government's Information machinery, Key Points of the Indian Constitution Fundamental Rights & Duties and Directive Principles of State Policy	12-15
II	**Government Information System** Role and functions of Information wing, Press Information Bureau, Bureau of Outreach Communication, Publication Division, Photo Division, Registrar of Newspapers for India, New Media Wing, Press Council of India Prasar Bharati, AIR, Doordarshan, Electronic Media Monitoring Centre, Community Radio Stations, Broadcasting Acts and Rules, Broadcasting codes, Films Wing Directorate of Film Festivals, Central Board of Film Certification, Films Division, Films Codes, Guidelines and Policy	12-15
III	**Understanding Public Service Advertising** Emergence of PSA, Concept, Nature, Role, Objectives, Functions, Uses & Effects of PSA	12-15

	PSA's as Change Agents	
	PSA vs Commercial Advertising, PSA vs Propaganda	
IV	**Working of PSA**	12-15
	Situation Analysis, Objectives, Creating PSA Messages, PSA and Media Partnership	
	Government Policies Related to Various Campaigns, Campaign Planning : Process, Message Strategy	

Reference / Text Books:

- AIR – http://allindiaradio.gov.in/Default.aspx ‰ Directorate of Advertising & Visual Publicity- http://www.davp.nic.in/
- Directorate of Filed Publicity – http://dfp.nic.in/
- Doordarshan – http://www.ddindia.gov.in/Pages/Home.aspx lectronic Media Monitoring Centre- http://emmc.gov.in/Default.aspx, Kurukshetra Magazine
- New Media Wing – http://mib.nic.in/information/new-media-wing, Prasar Bharati – http://prasarbharati.gov.in/default.aspx

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1. Students will have the basic understanding about Government Communication System.
CO2. Students will have knowledge about various bodies of the Government Information System.
CO3. Students will know different wings of Government Public Service Communication.
CO4. Students will have knowledge about Public Service Advertising.
CO5. Students would work with Government bodies as a PRs or Advertiser.

IIMTU-NEP IMPLEMENTATION
Year - I / Semester – II

Programme: **Post Graduate Diploma in Public** **Relations & Advertising** **Class: PGDPRA**	**Year: I** **Semester: II**
Credits : 3 **Theory : 3** **Practical : 0**	**Subject: CAMPAIGN PLANNING**
Course Code: **PGDPRA-124**	**Title: CAMPAIGN PLANNING**

Course Objectives: On completion of the course students should be able:
1. To develop the basic understanding about Campaign Planning.
2. To skilled in campaign planning and execution.
3. To acquaint with the creative process of brand building.
4. To enable to integrate the learning while conceptualizing, planning and producing campaigns in groups.
5. To get experience of making campaign on social issue.

Nature of Paper: Core/DSE/SEC/GE/AECC: AECC

Minimum Passing Marks/Credits: 40% Marks / 3 Credits

L:3
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	**Process and Strategies** Defining Campaign Planning, Brand Versus Social Campaign Campaign Planning: Situation Analysis, Advertising Objectives, Budget, Media Types and Vehicles, Creation and Production of Message Measurement of Results, Planning Cycle: Varying Strategies in Promoting Products/Brand and Social Products Positioning Objectives: Current and Desired Perception, Budget Setting: Factors Determining Budget, Steps Involved in Budget Plan and Execution	10-12
II	**Message Strategy** What To Say (Selection of Attributes, Benefits, Motives and Appeals-Laddering), How To Say (Selection of Verbal and Visual Elements, Execution Style, Source of Delivery, Arrangement of Arguments). Measurement of Results: Criteria for Judging Campaign Results – Sales, Awareness, Purchase Intention, Emotional Impact, GRPS, etc. Research Techniques For Pre and Post Testing	10-12
III	**Campaign Production**	10-12

	The individual groups would work like an ad agency with students representing various areas like account management, media planning, creative production etc. and produce a campaign on a brand/social issue which would be judged by a panel of experts	
IV	**Practical/Report/**	10-12

Reference / Text Books:

- Ind, Nicholal, A.S., (1993). Great Advertising Campaigns, Kogan Page.
- Luke, S., (2008). Hey Whipple, Squeeze This, John Wiley and Sons.
- Prahalad, C.K., (2008). The New Age of Innovation, Tata & Mcgraw Hill.
- Rice, E. R., & Charles, K. A., (2013). Public Communications Campaign, SAGE.
- Rose, C., (2007). How to Win Campaigns, Earthscan.
- Schultz, D. E., (1996). Strategic Advertising Campaigns, USA NTC Business Books.
- Sengupta. S., (1990). Brand Positioning: Strategies for Competitive Advantage, Tata Mcgraw Hill Co.
- Valladares, J., (2000). The Craft of Copy Writing, SAGE. MAGAZINES/JOURNALS Advertising Age Campaign, Journal of Current Issues and Research in Advertising,

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
5) Seminar On Research Project Report	
6) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1. Students will have the basic understanding about Campaign Planning.
CO2. Students will acquire skills in campaign planning and execution.
CO3. Students will be evolving in the creative process of brand building.
CO4. Students to integrate the learning while conceptualizing, planning and producing campaigns in groups.
CO5. Students will have experience of making campaign on social issue.

IMTU-NEP IMPLEMENTATION
Year – I / Semester – II

Programme: Post Graduate Diploma in Public Relations & Advertising Class: PGDPRA	Year: I Semester: II
Credits : 2 Theory : 2 Practical : 0	Subject: PRODUCTION TECHNIQUES & METHODS
Course Code: PGDPRA-125	Title: PRODUCTION TECHNIQUES & METHODS

Course Objectives: On completion of the course students should be able:
1. To develop the basic understanding about Art and Design.
2. To work in Print Production.
3. To acquaint the creative process of Electronic Medium.
4. To integrate the Digital Technology and Graphics.
5. To know about the basics of digital tools for info-graphics, story-maps, timelines, data analytics, digital stories etc.

Nature of Paper: Core/DSE/SEC/GE/AECC: SEC

Minimum Passing Marks/Credits: 40% Marks / 2 Credits

L:2
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	**Art and Design** Concept and Role of Graphics in Communication/ Advertising Components of Graphics and its Functions – Typography and Visuals Layout and Various Stages of Layout Design Appreciation Based on Design Principle Colour Theory and its Logical Use in Design Design Applications –Advertising, Direct Printed Pieces, Poster, Magazine And Digital Outdoor, Packaging Designs, Corporate Identity/ House Colours	8-10
II	**Print Production** Printing Process -Major, On-Demand and Specialized Copy For Printing –Verbal, Visual and Colour Artwork And Digital Pre-Press Technology Colour Printing and Process Spot Printing and Process Printing Paper –Varieties, Appropriateness and Calculation For Printing a Job Graphic Design Business Pre-Production and Post-Production Work	8-10

		Making of Radio/TV Programmes and Commercials	
III	**Electronic Medium** Basics of Photography Camera Techniques: Lighting Techniques z Creating a Focal Point Use of Different Lenses Photo Feature Photography For Advertising Digital Photography Familiarization with AV Equipment and Their Operation Techniques of Video and Radio Production Shooting, Editing, Animation Pre-Production and Post-Production Work Making of Radio/TV Programmes and Commercials	8-10
IV	**Digital Technology and Graphics** Use of Computer in Designing and Preparation of Artworks. Select Software Exposure (In Design, Adobe, Illustrator Corel Draw, Photoshop, MS Office) Introduction to Web Fonts, Design Platforms, Image Formats, Browsers and their Compatibility Issues Introduction to CMS Introduction to Online Maps Introduction to Digital Tools for Infographics, storymaps, Timelines, Data analytics, Digital stories	8-10

Reference / Text Books:

- Ind, Nicholal, A.S., (1993). Great Advertising Campaigns, Kogan Page.
- Luke, S., (2008). Hey Whipple, Squeeze This, John Wiley and Sons.
- Prahalad, C.K., (2008). The New Age of Innovation, Tata & Mcgraw Hill.
- Rice, E. R., & Charles, K. A., (2013). Public Communications Campaign, SAGE.
- Rose, C., (2007). How to Win Campaigns, Earthscan.
- Schultz, D. E., (1996). Strategic Advertising Campaigns, USA NTC Business Books.
- Sengupta. S., (1990). Brand Positioning: Strategies for Competitive Advantage, Tata Mcgraw Hill Co.
- Stobart, P., Ed (1994). Brand Power, Macmillan Press.
- Tag, R. N., (2012). Ad Critique, SAGE.
- Valladares, J., (2000). The Craft of Copy Writing, SAGE.

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
5) Seminar On Research Project Report	
6) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1. Students will have the basic understanding about Art and Design.
CO2. Students will have skills of Print Production.
CO3. Students will have in-hand practice of creative process of Electronic Medium.
CO4. Students will have skills of the Digital Graphics production.
CO5. Students will have basics knowledge about digital tools for info-graphics, story-maps, timelines, data analytics, digital stories etc.

IIMTU-NEP IMPLEMENTATION
Year – I / Semester – II

Programme: Post Graduate Diploma in Public Relations & Advertising Class: PGDPRA	Year: I Semester: II
Credits : 3 Theory : 0 Practical : 3	Subject: PRACTICAL-VIVA (PUBLIC RELATIONS)
Course Code: PGDPRA-126P	Title: PRACTICAL-VIVA (PUBLIC RELATIONS)

Course Objectives: On completion of the course students should be able to:
1. To know about the tools and techniques the integrated marketing communication.
2. To learn the Crisis Communication.
3. To know about various bodies of the Government Information System.
4. To integrate the learning while conceptualizing, planning and producing campaigns in groups
5. To know about the basics of digital tools for info-graphics, story-maps, timelines, data analytics, digital stories etc.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core

Minimum Passing Marks/Credits: 50% Marks / 3 Credits

L:
T:
P: 6 (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	There shall be a Comprehensive Viva Voce based on the courses of the entire programme. It will be conducted by a Board of Examiners comprising of the Dean/HOD or his/her nominee and external expert. The practical/viva carries 100 Marks. It will be conducted by the External and Internal Examiners. The External Examiner will be appointed by the Vice Chancellor.	

Reference / Text Books:

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75

	Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1. Students will be able to analysis changing consumer behavior and make strategies accordingly.
CO2. Students will able to work as a Business/Corporate Communicator.
CO3. Students would work with Government bodies as a Public Relations Officer.
CO4. Students will acquire skills in campaign planning and execution.
CO5. Students will have basics knowledge about digital tools for info-graphics, story-maps, timelines, data analytics, digital stories etc.

IIMTU-NEP IMPLEMENTATION
Year – I / Semester – II

Programme: Post Graduate Diploma in Public Relations & Advertising Class: PGDPRA	Year: I Semester: II
Credits : 3 Theory : 0 Practical : 3	Subject: INTERNSHIP (PUBLIC RELATIONS)
Course Code: PGDPRA-127P	Title: INTERNSHIP (PUBLIC RELATIONS)

Course Objectives: On completion of the course students should be able to:
1. To learn about the working culture of the media organization.
2. To know about the code of conduct and ethics of production.
3. To develop the understanding to analyze the various roles and responsibilities as a PRs.
4. To encourage the students for develop a professional network.
5. To make them absorb working environment of media organization.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core

Minimum Passing Marks/Credits: 50% Marks / 3 Credits

L:
T:
P: 6 (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	Every student will be assigned the Final Project in Second Semester. The Final Project will be pursued by him/her under the supervision of an internal supervisor in the Second semester. The student will make his/her final project on the subject/theme approved by the Dean/HOD. The Project Report will be submitted (both in hard and soft copy) by the students at least four weeks prior to the date of commencement of the Examination of the Second Semester. At the time of viva, the students will make a Power Point Presentation of the Final Project. The Final Project Report carries 100 Marks. It will be evaluated by External and Internal Examiners. The External Examiner will be appointed by the Vice Chancellor.	

Reference / Text Books:

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report	
5) Seminar On Research Project Report	
6) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1. Students will have experience about the working culture of media organization.
CO2. Students will have knowledge about the code of conduct and ethics of media production.
CO3. Students will be able to analyze the various roles and responsibilities as PRs and media professionals.
CO4. Student will encouraged the students for develop a professional network.
CO5. Students will absorb working environment of media / Corporate organization.

School
of
Media, Film & Television
Studies

ACADEMIC HANDBOOK

ORDINANCE & ACADEMIC REGULATION
(As per National Education Policy-2020 & UGC Regulation)
PG DIPLOMA IN RADIO & TELEVISION PRODUCTION
(PGDRTP)

CONTENT

1. **PREAMBLE**

PG Diploma in Radio and Television Production (PGDRTP) is a one year postgraduate diploma program that offers CBCS based curriculum divided into two semesters. The programme develops accordingly NEP that covers core papers, skills enhancement course, ability enhancement compulsory courses and other for provide multidisciplinary flexible curriculum.

School of Media, Film & Television Studies is running PGDRTP covers the all aspects of media (Print, Electronic & Web). PGDRTP is focuses on Mass Communication, Media, Film, Graphic Design, Communication, Photography, Computer Graphics, Advertising Photography, Television Video Production (Documentary, Short Films, Ad Film, PSA) Film making, Radio programmes, Editing Techniques, Multimedia and more. The scholar learns the technicalities of the mass communication through this study. The School has well equipped Studio with Audio and Audio-Visual Recording & Editing facilities and Smart Class Rooms with LCD Projectors. The School organizes the visits to Newspaper Offices and TV Channels time to time to acquaint the students with practical aspects of Media and for interface with eminent Media personalities.

The following exercises/activities are specially included in PGDRTP study programme-
1. Script Writing (Print, TV, Radio, Digital Media)
2. On spot Reporting
3. Radio programme
4. Camera Handling and Photography
5. TV Room Exercises and TV Production
6. Documentary Film Production
7. Short Film Production
8. Videography
9. Video Editing
10. Anchoring & News Reading
11. Podcasting
12. Debate and Discussions
13. Visits to Newspaper offices and TV Channels
14. Guest Lectures, Workshops, Quiz etc.
15. Power Point Presentations
16. Hindi & English Typing
17. Study Material and Books etc.

This Ordinance shall apply to the PG Diploma in Radio & Television Production:
- Name of the course is PG Diploma in Radio & Television Production

- Short title of the course is PGDRTP

2. **DEFINITIONS AND NOMENCLATURE**

In these Regulations, unless the context otherwise requires:
1. "Programme" means Diploma Programme like PGDRTP.
2. "Course" means a theory or practical subject that is normally studied in a semester.
3. "Vice - Chancellor of IIMT-University" means the Head of the University.

4. "Registrar" is the Head of all Academic and General Administration of the University.
5. "Dean" means the authority of the school who is responsible for all academic activities of various programmes and implementation of relevant rules of these Regulations pertaining to the Academic Programmes.
6. "Controller of Examinations" means the authority of the University who is responsible for all activities related to the University Examinations, publication of results, award of grade sheets and degrees.
7. "Dean - Student Welfare" is responsible for all student related activities including student
a. discipline, extra and co - curricular activities, attendance and meetings with class representatives, Student Council, and parent - teacher meet.
8. "HoD" means the Head of the Department concerned.
9. "University" means IIMT-University, Meerut.
10. "TCH" means Total Contact Hours - refers to the teaching - learning periods.
11. "DEC" means Department Exam Committee.
12. "BoS" means Board of Studies.
13. "ACM" means Academic Council meeting the highest authoritative body for approval of all Academic Policies.
14. "Class Co-ordinator" is a faculty of the class who takes care of the attendance, academic performance, and the general conduct of the students of that class.
15. "IA" is Internal Assessment which is assessed for every student for every course during the semester.
16. "ESE" is End Semester Examination conducted by the University at the End of the Semester for all the courses of that semester.
17. "UGC" means University Grants Commission.
18. "MHRD" means Ministry of Human Resource Development, Govt. of India.
19. "AICTE" means All India Council of Technical Education.
20. "HEI" means Higher Education Institutions.

3. VISION AND MISSION OF THE SCHOOL

3.1 VISION:
We offer a comprehensive curriculum combining theoretical knowledge and practical skills to foster innovation, critical thinking, and ethical responsibility. Our goal is to shape future media leaders with expertise in mass media, leadership, and writing, while promoting sustainability, human rights, and global well-being.

3.2 MISSION:
1. Our mission is to offer the best Media Education by striking a balance between theoretical learning and practical experience.
2. We foster creative thinking and cultivate value-oriented, highly skilled media professionals.
3. SOMFT guides talented minds in the right direction, enriching the media industry with positivity.
4. Our students are well-equipped with expertise in journalistic techniques and public relations skills.

5. Mass Communication is a multidisciplinary and versatile field of study, preparing students for employment and self-employability. We encourage students to explore new start-ups and entrepreneurship in media.
6. SOMFT is committed to instilling moral values and a sense of social responsibility in our students.

4. PROGRAM EDUCATIONAL OBECTIVES

PEO1: The program enable the students to be good media professional. The media ethics and laws are the part of curriculum.
PEO2: Journalism and mass communication is practice based programme. Hence the program includes all the aspects of public relations and advertising.
PEO3: The program covers all the requirements of media industry. The students are taught and trained in a manner that they can become good media professionals.
PEO4: To prepare students good citizen having excellent human values.
PEO5: Students to become professional and technically sound.

5. PROGRAM OUTCOME

Programme Outcomes (POs):
PO1: Students will know the glorious history of Indian media specially Public Relations and Advertising.
PO2: Students will get the publishing and broadcasting skills.
PO3: Students will be familiar with the social responsibilities of media.
PO4: Students will have expertise for Print, Electronic and Digital Media.
PO5: Students will have in-hand practice of digital media techniques. He/She will prepared for self-employability.
PO6: Students will know different writing patterns for various media platforms.
PO7: Students will be sensitive towards environment and social issues.
PO8: The students will aware about the seventeen sustainable goals of United Nations Organization.

6. PROGRAM SPECIFIC OUTCOME

PSO1: The students will have the required skills for print media.
PSO2: Students will know the different aspects of electronic media.
PSO3: Students will know usages of audio-video technologies and softwares for creative media content production. .
PSO4: Students will have knowledge of the media writing techniques.
PSO5: Students will to know the different aspects of digital media.
PSO6: Students will have understand the important aspects of social media.
PSO7: Students will acquire the tools and techniques of Public Relations and Advertising.
PSO8: Students will have understanding on media laws and ethic.
PSO9: Students will get encouraged for self-employment.
PSO10: Students will aware of social, cultural and environmental issues.

7. ADMISSION

The admission policy and procedure shall be decided from time to time by the University based on the guidelines issued by the UGC/NEP/AICTE and Ministry of Education (MoE), Government of India.

Seats are also made for Non-Resident Indians and foreign nationals, who satisfy the admission eligibility norms of the University. The number of seats in each of the PGDRTP degree program will be decided by the University as per the directives of AICTE/ UGC / MOE, Government of India, considering the market demands.

7.1 INTAKE CAPACITY
- Intake capacity is 20

8. ELEGIBILITY
Admission Eligibility:
- Graduation or equivalent from any recognized University by UGC in any branch of knowledge and should have obtained at least 40% marks (Passing Marks in case of candidate belonging to reserved category) in the qualifying examination.

- A one year (2 semesters) Post Graduation Diploma of study in the chosen discipline or field, including vocational and professional areas form any UGC recognized University/Institution.

- An Academic Bank of Credit (ABC) has been established which would digitally store the academic credits earned from various recognised HEIs so that the degrees from an HEI can be awarded taking into account credits earned.

9. CURRICULUM
For the purpose of awarding diploma, the curriculum for PGDRTP programs is structured to have a minimum of credits and NCC (Non-credit Audit Courses) as specified in the evaluation scheme approved by the university's Board of Studies and spread out across two semesters of study.

Under CBCS, the diploma program will consist of the following categories of courses:
1. Core theory Course- CC
2. Skill Enhancement Course – SEC
3. Ability Enhancement Compulsory Courses – AECC
4. Practical Core Courses- PCC
5. Research Project-RP (Minor & Major)
6. Internship (Industrial/Research)
7. Minor Certification Integrated with UG Degree

10. MEDIUM OF INSTRUCTION
The medium of instruction is ENGLISH & HINDI for all courses, examinations, seminar presentations and project reports.

11. CHOICE BASED CREDIT SYSTEM (CBCS)/LOCF/OBE

The university follows a flexible Choice Based Credit System and Slot based table. The student is given the option of selecting the number of credits to undergo in a semester, subject to the curriculum requirements of minimum and maximum. Accordingly, the students shall be given the option for selecting their courses (GE & DSE). Under CBCS, the diploma programme will consist of the following categories of courses:

Table 1. Distribution of Credits (Evaluation Scheme)

S.N.	Category	
1	Core theory Course- CC	
2	Skill Enhancement Course – SEC	
3	Generic Elective Course – GEC	
4	Discipline Specific Elective – DSE	
5	Ability Enhancement Compulsory Courses– AECC	As format 1 & 2 of CBCS
6	Practical Core Courses- PCC	
7	Research Project-RP (Minor & Major)	
8	Internship (Industrial/Research) MOOCS	
9	Minor Certification Integrated with UG Degree	

12. **REGISTRATIONS FOR COURSES IN A SEMESTER**
A student will be eligible for registration of courses only if he/she satisfies the regulation (progression), and has cleared all dues to the University, Hostel and Library up to the end of the previous semester if student is not debarred from enrolment on disciplinary grounds. Except for the first-year courses, registration for a semester will be done during a specified week before the start of the semester as per the Academic Calendar.
Late registration /enrolment will be permitted by the Dean of the School for genuine cases, on recommendation by the Head of the respective department, with a late fee as decided from time to time.

13. **ATTENDANCE**
The faculty handling a course must finalize the attendance, 3rd calendar days before the last instructional day of the course and submit to the Dean/HoD through the class teacher.

- A student with less than 75% attendance (Total Contact Hours -"TCH") in any course, will not be permitted to appear for the end-semester examination in that course, irrespective of the reason for the shortfall of the attendance. The student is however permitted to avail Academic Leave up to 10% for attending academic related activities like, Industrial Visits, Seminars, Conferences, Competitions etc., with the prior approval of the Dean/HoD. After the event, the student should submit the relevant documents for proof to the HoD for approval of the Academic Leave.

- The remaining 25% allowance in attendance is given to account for activities under NCC/NSS / Cultural / Sports/ Minor Medical exigencies etc.

- A student with an attendance ("TCH" - Total Contact Hours) between 40% and 75% in any course will fall under the category "CO (Carry Over)", which means Repeat the

Course during the Summer / Winter break. Students under "CO (Carry Over)" category will not be permitted to attend the Regular End Semester Examinations for that course. During the Summer / Winter break, the regular courses of the respective semester will be offered as Summer/Winter Courses, to enable the students to get required attendance and internal assessment marks to appear in the Repeat examination.

- Students under "CO (Carry Over)" category in any course shall attend, the immediately following Summer / Winter course. The detailed schedule of the Summer / Winter courses offered in every semester will be announced during the end of that semester. The student who has obtained "CO (Carry Over)" has to select their appropriate slots and courses, optimally to attend the courses. The student, whose attendance falls below 40% for a course in any semester, will be categorized as "RA", meaning detained in the course for want of attendance and they will not be permitted to write the End Semester Exam for that course. The procedure for repeating the course categorized as "RA".

13.1 CONDONATION FOR MEDICAL CASES
For medical cases, submission of complete medical history and records with prior information from the parent / guardian to Dean (Students Welfare) is mandatory. The assessment of such cases will be done by the attendance sub-committee on the merit of the case and put-up recommendations to the Vice-Chancellor. Such condonation is permitted only twice for a student in the entire duration of the program. The Vice-Chancellor, based on the recommendation of the attendance sub-committee may then give condonation of attendance, only if the Vice-Chancellor deems it fit and deserving. But in any case, the condonation cannot exceed 10%.

13.2 ADDITIONAL CONDONATION
Additional condonation may be considered in rare and genuine cases which includes, approved leave for attending select NCC / Sports Camps, cases requiring prolonged medical treatment and critical illness involving hospitalization. For such select NCC / Sports Camps prior permission for leave shall be obtained by the respective faculty coordinator / Director of sports from the designated authority, before deputing the students.

14. ASSESSMENT PROCEDURE

14.1 Internal & External Assessment Marks
PGDRTP programme shall have two components of assessment namely:
- Internal Assessment Marks "IA": This assessment will be carried out throughout the semester as per the Academic Schedule.

- End Semester Examination Marks "ES": This assessment will be carried out at the end of the Semester as per the Academic Schedule

Table 2: Weightage of the IA and ES for various categories of the courses:

S. No.	Category of Courses	IA Weightage	IA Minimum	ESE	ESE Minimum	Passing minimum (IA + ESE)
1	Theory Course	25%	50%	75%	30%	40%
2	Practical Course	25%	50%	75%	50%	50%
3	Design/ Semester Project	25%	50%	75%	50%	50%
4	Research Project (Major & Minor) /Internship and Viva Voce	25%	50%	75%	50%	50%

Theory Course Assessment Weightages

The general guidelines for the assessment of Theory Courses shall be done on a continuous basis is given in Table 2.

Table 3(a): Weightage for theory Assessment:

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report, Seminar On Research Project Report	
5) ESE	75
Total:	**100**

14.2. Practical's Assessment Weightages

For practical courses, the assessment will be done by the course teachers as below:

Assignment/Observation / lab records and viva as approved by the Department Exam Committee "DEC"

a.   Internal Assessment -- 25%

b.   End Semester Examination -- 75%

Table 3 (b): Weightage for Practical Assessment:

Evaluation/Assessment Methodology	
	Max. Marks
1) Presentations /Seminar	10
2) Assignments	10
3) Research Project Report, Seminar On Research Project Report/Report	5
4) ESE	75
Total:	**100**

15. RESEARCH PROJECT/ SEMESTER PROJECT - ASSESSMENT

The general guidelines for assessment of Project are given in Table 4.

Table 4: Assessment pattern for Research Project / Semester Project

S.No.	Review / Examination Scheme	Broad Guidelines	Max. Marks
1	First Review	Concept	10
2	Second Review	Design/Outline	10
3	Third Review	Experiment/Analysis	5
4	Final Review/ESM	Project report and Viva - Voce, Results and Conclusion	75
Total:			**100**

* Note - Novel Ideas shall be protected by IP Filling (Patent / Design / Copyright).

16. INTERNSHIP

A student has to compulsorily attend Summer / Winter internship during 1st year for a minimum period of 15 days. In lieu of Summer / Winter internship, the student is permitted to register for undertaking case study / project work under a faculty of the University and carry out the project for minimum period of 15 days. In both the cases, the internship report in the prescribed format duly certified by the faculty in-charge shall be submitted to the HoD. The evaluation will be done through presentation and viva. The course will have a weightage as defined in the respective curriculum.

The assessment will be graded "Satisfactory/Not Satisfactory" and grades as Pass/Fail will be awarded. The Assessment will be done based on the respective assessment rubrics issued by the Head of the Department.

17. FOR NON – CREDIT COURSES / AUDIT COURSES

The assessment will be graded "Satisfactory/Not Satisfactory" and grades as Pass/Fail will be awarded. The Assessment will be done based on the respective assessment as per rubrics issued by the Head of the Department. A student securing less than the minimum specified internal assessment marks in any course will not be permitted to appear for the end-semester examination in that course and will be graded under "CO (Carry Over)" category for that course. This will be denoted in the grade sheet as "CO (Carry Over)", till the course is successfully completed in the subsequent semester(s).

18. CREDIT WEIGHTAGE

- Credits are the weightage, assigned to the courses based on the following general pattern:
  One Hour 1 credits.
  Two Hour Practical 1 credits.

- Credits are the weight ages, assigned to the courses based on the following general pattern:
  One Lecture period per week 1 credits.
  One Tutorial period per week 1 credits.
  One period of Practical per week 0.5 credits.

- Credits transfer will be accepted by the school as per govt instructions

19. MAXIMUM DURATION OF PROGRAMME/PROMOTION POLICY

A student may complete the program at a slower pace than the regular pace, but in any case, in not more than N+2 years. A student completing the degree programs in the extended period will not be eligible for university ranking.

19.1 Repeat Examinations

a. Normally, the results of the End Semester Examinations for Regular Theory courses are announced within a period of 15-20 days after the last regular examination.

b. During the even semester, the Repeat Examinations will be conducted for even semester courses and during the Odd semester the Repeat Examinations will be conducted for Odd semester courses.

c. The schedule for the Repeat Examinations will be notified through the Academic Calendar which will be published at the beginning of every academic year.

d. The students under "CO (Carry Over)" category, who have secured the requisite attendance and internal assessment marks as applicable, by successfully completing the Summer /Winter course, are eligible to register for the Repeat Examinations.

e. The students who fail to secure a pass or being absent for genuine reasons in their End Semester Examination for the regular courses are permitted to appear for the Repeat Exams by paying the prescribed fee.

f. For the Supplementary examinations the students with "F" grade in any course shall register by paying requisite fee and appear in the Repeat Examinations.

g. The students who wish to apply for the revaluation of their answer scripts (Regular/Supplementary / Repeat Examinations) should apply immediately after the announcement of results.

19.2 Temporary Withdrawal from the Programme

a. A student is permitted to take a break, up to a maximum of 2 semesters, during the entire programme to clear the backlog of arrears.

b. A student may be permitted by the Vice- Chancellor to withdraw from the entire programme for a maximum of two semesters for reasons of ill health, start – up venture or other valid reasons as recommended by a committee consisting of Head of Department, Dean of School, and Dean (Student Welfare).

19.3 Declaration of results

Declaration of results is a crucial element of the educational system of an Institute on which rests its credibility and reputation. In order to strengthen the process of result declaration it is important to incorporate the following features:

1)   Timeliness of declaration of result
2)   Clarity of interpretation of the Result Card
3)   Comprehensive Format
4)   Accessibility
5)   Verifiability

19.4   Timeliness of the Result Declaration
Timeliness will made essential in case of both internal and external components of evaluation. The following table shows a timeline for formative, internal, assessments and summative assessments.

Table 5: Timeline for Formative

Formative Assessment (Internal)	
Daily Tasks	Before the next task
Weekly Tasks	Before the next task
Unit End Tests	One week
Summative Assessment (External/ Internal)	
External Components	20-30 days
Internal Components	7-10 days

19.5   Clarity of Interpretation
In the final result, having both internal and external components, it is desirable that both will be mentioned separately, followed by the overall grade. The result will be easy to comprehend. The essential will be included at the back of the result, information about the grading and credit system, interpretation of grades, and conversion of grades to percentage.

19.6   Comprehensive Format of the Report
Results reflect the achievement and competency of learners across all dimensions. A single grade, percentage or score cannot depict the entire range of achievements of a learner. The result will be comprehensive and include all aspects of learning outcomes, i.e., Academic, Social, Moral and Spiritual. University will evolve a format and granularity to suit their assessment profiles and display achievement of learners in respective areas.

19.7   Accessibility
Semester end results will be declared online for both internal as well as external components. This could be in the form of awarded letter grades only. A provision will be made in the website through an automated system whereby students can view their mark sheet through individual logins. To make the system secure, the details such as PRN, seat number will be necessary fields to view results. This will enhance the accessibility and transparency of the evaluation process and will also give the flexibility to present details of evaluation on different learning outcomes. There will be a provision to access results of preceding semesters also. The

results on completion of the program will be accessible to external agencies, e.g., potential employers, other higher educational institutions, for verification of student credentials. Transcripts will be made available as and when requested.

19.8 Verifiability

Results and Academic Awards will be valid, comprehensive, and verifiable by external agencies as they have significant link with the entire career path of the students. The verifiability of results by prospective employers, HEIs and other agencies will be managed through the National Academic Depository (NAD) (http://nad.gov.in/). (As per the NAD Website, NAD is a 24X7 online store house of all academic awards i.e., certificates, diplomas, degrees, mark sheets etc. duly digitized and lodged by academic institutions / boards / eligibility assessment bodies. NAD not only ensures easy access to and retrieval of an academic award but also validates and guarantees its authenticity and safe storage. This will enable educational institutions, students and employers' online access/retrieval/verification of digitized academic awards and shall eliminate fraudulent practices such as forging of certificates and mark-sheets).

- A student shall secure the minimum marks as prescribed in Clause 8.0 in all categories of courses in all the semesters to secure a pass in that course.

- Supplementary Examinations: If a candidate fails to secure a pass in Practical/Theory with Practical component / Design Project / Internship / Comprehension courses, due to not satisfying the minimum passing requirement ("U" grade) – as per he/she shall register for the courses by paying the prescribed fee in the subsequent semesters whenever offered by the departments. During the even semester, the supplementary exams will be conducted for even semester courses and during the odd semester the supplementary exams will be conducted for odd semester courses. He/she need not attend the contact course. However, the Internal Assessment marks secured by the candidate will be retained for all such attempts.

- A candidate can apply for the revaluation of his/her end semester examination answer script in a theory course, after the declaration of the results, on payment of a prescribed fee.

- After one year, the internal assessment marks obtained by the candidate will not be considered in calculating the passing requirement. A candidate who secures 40% in the end semester examination will be declared to have passed the course and earned the specified credits irrespective of the score in internal assessment marks.

- Revaluation is not permitted for Practical/Theory with Practical component /Design Project/Internship/Comprehension courses. However, only for genuine grievances as decided by the Exam Grievance Committee a student may be permitted to apply for revaluation.

- Candidate who earns required credits for award of degree after N+2 years (on expiry of extended period of 2 semesters over and above normal duration of course) he/she will be awarded only second class irrespective of his/her CGPA. However, the period

approved under temporary withdrawal, if any, from the programme will be excluded from the maximum duration as mentioned above.

- Semester Abroad Programme: Students who are allowed to undergo internship or Training in Industries in India or abroad during their course work or attend any National / International Institute under semester abroad programme (SAP) up to a maximum of 2 semesters will be granted credit equivalence for the Course Work/project work done by them in the Industry /Foreign Institute as per there commendations of the credit transfer committee.

20. MAXIMUM GAPS BETWEEN SEMESTER/YEAR

A student may be permitted by the Vice- Chancellor to withdraw from the entire programme for a maximum of two semesters for reasons of ill health, start - up venture or other valid reasons as recommended by a committee consisting of Head of Department, Dean of School, and Dean (Student Welfare).

21. CREDIT SYSTEM & GRADING CGPA/SGPA

21.1 INTRODUCTION- CREDIT SYSTEM AND GRADING

IIMT-University implemented the UGC guidelines to all Universities in 2015 for implementation of the choice-based credit system with a view to offer students choice of courses within a program with a flexibility to complete the program by earning credits at a pace decided by the students themselves. The system allowed students to choose inter-disciplinary, intra-disciplinary courses according to their learning needs, interest and aptitude. It was considered as a cafeteria approach and was expected to provide mobility to students. As per the Current credit system practiced in institutions needs comprehensive reforms as they offer very little flexibility, choice and are less learner centric. Diploma offered today are more self-contained focusing on a specialization area and depend a lot on knowledge available with the faculty from the department only. Though the most requisite credit system does exist, wherein students are given a wide choice and flexibility, these exist as small islands in the vast ocean of thousands of educational institutes in India. In such institutions, the curriculum is frequently designed which is learner centric and offering a wide specialization area for students to pick and choose courses from. The institutions shall make attempts wherein the design of the credit system and the teaching and evaluation modes shall be the responsibility of individual course teachers. The students should have the freedom to opt for courses from other specializations and not just from their core specialization. For this there has to be stronger collaborations between departments of the University and outside.

21.2 GRADING SYSTEM

Most institutions follow the absolute grading system which is a simple procedure wherein the marks obtained by students correspond to a specific grade and grade point. It reflects the individual performance in a particular subject without any reference to the group/class. The absolute grading system has limitations and may be susceptible to some inconsistencies.

The relative grading system on the other hand provides relative performance of a student to a group/class wherein the student is ranked in a group/class on basis of relative level of achievement. In this system decisions are made in advance by the faculty members as to what proportion of students would be awarded a particular grade on the basis of their relative

performance and which is done by assigning grades on basis of a normal curve. This facilitates comparative performance and eliminates negative effect of pass or fail.

Relative grading system may be used if the number of students registered for the course is at least 30. For a class of smaller size, an absolute grading scheme may be used. The statistical method may be used with adjustments to calculate the mean (M), median (Md) and standard deviation (SD) of the total marks (TM) obtained by the students registered for the course. If the mean and median coincide, the mean may be used for further computations, otherwise the median may be used. If suppose the mean is used, then the letter grades may be awarded based on the ranges specified in table below:

21.2.1 A grading system as shown in Table 6 will be followed. Table 6: Grading system

LETTER GRADE	RANGE
A+	TM>M+1.75SD
A	M+1.25 SD ≤TM<M+1.75SD
B+	M+0.75 SD ≤TM<M+1.25SD
B	M+0.25 SD ≤ TM < M+0.75 SD
C+	M-0.25 SD ≤ TM < M-0.25 SD
C	M-0.75 SD ≤ TM < M-0.25 SD
D+	M-1.25 SD ≤ TM < M-0.75 SD
D	M-1.75 SD ≤ TM < M-1.25 SD
E+	M-2.0 SD ≤ TM < M-1.75 SD
E	M-2.25 SD ≤ TM < M-2.0 SD
F	M-2.25 SD > TM
CO	Carry Over (Summer / Winter) due to Attendance deficiency (between 40% and 75%) and/or I. Lack of minimum IA marks
RA	Repeat the course due to (i) Lack of minimum attendance (below 40%) in regular course.
--	DETAINED "RC" or "RA" or both in all registered theory courses of a semester. The student is detained and has to repeat the entire semester.

Letter grades may be improved based on the following scheme: Use the table above to determine grade boundaries. Look for natural gaps in the neighbourhood of grade boundaries. Choose the largest gap in the neighbourhood and make this as the grade boundary. An 'E', 'E+' and 'F' grade may not be a purely relative grade. These may be assigned on the following basis:

•   A minimum, say 30/100, may be set as pass marks for the course. A fail grade may then be awarded only if the Total Marks for the course are less than 30. Otherwise, the students may be awarded the Just Pass Grade D.

•   A failure grade may be awarded to students whose marks are below the prescribed minimum even if the table above leads to a pass grade.

Similarly, a lower limit may be set for the 'A' grade also, for instance greater than or equal to 86. Students not achieving the prescribed minimum may be awarded a lower letter grade even

if the table above indicates otherwise. A pass grade may be made mandatory for both internal as well as external examinations in the case of a separate internal and external assessment,

a.   Internal and External marks may be summed up with appropriate weightages to compute a total out of 100 marks. The letter grade may be assigned on this computed total.

b.   Internal and external marks may be graded separately and then the assigned grade points may be used, with appropriate weightages, to compute a final grade point and letter grade.

Grading in the case of Re-evaluations, Retests and Remedial Examinations may be based on the following guidelines:

a.   The ranges of marks once computed for awarding letter grades the first time, called the First Distribution (FD), will not be modified.

b.   If a re-evaluation leads to a change in marks, then FD will be used to award an appropriate letter grade.

c.   A retest may be permitted if-
    i.   A student gets a letter grade of E+ or E. In this case, irrespective of the marks obtained, at most D grade may be awarded.

    ii.   A student is unable to complete course requirements because of certified illness or tragedy. In this case FD will be used to award an appropriate letter grade.

The use of relative grading system may be recommended in autonomous institutions, institutes of national importance and institutions with high ranking. The results of the relative grading system may be shared by such institutions later with other interested institutions to implement the same.

- GPA is the ratio of the sum of the product of the number of credits C_i of course "i "and the grade points P_i earned for that course taken over all courses "i" registered and successfully completed by the student to the sum of C_i for all "i". That is,

$$GPA = \sum_i C_i P_i / \sum_i C_i$$

- CGPA will be calculated in a similar manner, in any semester, considering all the courses enrolled from the first semester onwards.

- The Grade card will not include the computation of GPA and CGPA for courses with letter grade CO, RC and U until those grades are converted to the regular grades.

- A course successfully completed cannot be repeated.

21.3   GRADE SHEET

Based on the performance, each student is awarded a final letter grade at the end of the semester in each course. The letter grades and corresponding grade points are given in Table 6. A student is considered to have completed a course successfully and earned credits if he/she secures a letter grade other than F, CO, RA in that course.

After results are declared, grade sheet will be issued to each student which will contain the following details:

- Program and discipline for which the student has enrolled.

- Semester of registration.

- The course code, name of the course, category of course and the credits for each course registered in that semester

- The letter grade obtained in each course

- Semester Grade Point Average (GPA)

- The total number of credits earned by the student up to the end of that semester in each of the course categories.

- The Cumulative Grade Point Average (CGPA) of all the courses taken from the first semester.

- Credits earned under Non CGPA courses.

- Medium of Instruction is English.

- Grade Equivalency.

22.   CLASS / DIVISION

22.1 Classification is Based on CGPA And IS As Follows:
CGPA ≥ 8.0: First Class with distinction
6.5 ≤ CGPA <8.0: First Class
5.0 ≤ CGPA <6.5: Second Class.

22.2   **First Class with Distinction**
- Further, the award of 'First class with distinction' is subject to the candidate becoming eligible for the award of the degree having passed the examination in all the courses in his/her first appearance with effect from I semester, within the minimum duration of the program.

- The award of 'First Class' is further subject to the candidate becoming eligible for the award of the diploma having passed the examination in all the courses within 1 years for PGDRTP.

- The period of authorized break of the program will not be counted for the purpose of the above classification.

23. TRANSFER OF CREDIT /ACADEMIC CREDIT BANK

1. Within the broad framework of these regulations, the Academic Council, based on the recommendation of the Credit Transfer Committee so constituted may permit students to transfer part of the credit earned in other approved Universities of repute & status in the India or abroad.

2. The Academic Council may also approve admission of students who have completed a portion of course work in another approved Institute of repute under multiple entry & exit system, based on the recommendation of the credit transfer committee on a case-to-case basis.

3. Students who have completed coursework, at least first year, at some university other than the university to which transfer is sought (may request for transfer of admission to this university. A student may be granted admission only through an admission process that will follow the same policy as for fresh admissions. However, a uniform credit system must be followed by all universities to effect transfer of credits.

4. Credit Transfer request can be submitted only after the student has been admitted in the concerned program and the following conditions are met:
University Grants Commission initiated the concept of National Academic Credit Bank (NAC-Bank) which will be a digital / virtual / online entity to be established and managed by UGC. The main objective of the NAC-Bank would be to facilitate student mobility across the education system wherein the credits can be accumulated and be used at alter point of time for the requirements of partial fulfilment of a degree program.

- The course work has been completed at a UGC approved and accredited University through fulltime formal learning mode.

- The university accreditation grade/ ranking is not lower than that of the university to which the transfer is sought.

- The courses prescribe to the common minimum syllabus under UGC CBCS system.

- The letter grade obtained in the courses is "B" or better.

- The number of credits to be transferred does not exceed the prescribed limit.

- The program in question must have a similar credit system, in particular, modular or semester and the same numeric and letter grading system along with common meaning of the term "credit" in numerical terms.

The aspect of shelf life of courses needs to be considered while accepting credits as obsolescence of knowledge of certain field in terms of its current relevance needs to be investigated. The time lapsed between successful completion of certain courses of the program and the admission to which program transfer is sought needs to be considered. The maximum number of credit points that maybe considered under a credit transfer needs to be specified. Contextual variables such as teaching-learning approach adopted, learning facilities offered, use of evaluation modes may also be considered while preparing the credit transfer policy.

Moderation

Moderation of assessment is an organized procedursse which ensures use of valid assessment material and consistent application of criteria, to provide fair academic judgment and reliable outcome in the form of marks or grades. It assures appropriate designing and implementation of assessment activities along with generation of valid and reliable results.

Integration of moderation process with assessment system is imperative for the development of academic quality in higher educational institutions as :

- It addresses any difference in individual judgments of different evaluators.

- It ensures that all achievements in the form of marks and grades across courses reflect achievement of same level of standard.

- It is also carried out to develop a common understanding of the standards and criteria and to recognize performance which demonstrates that standard or fulfils those criteria.

Moderation may be conducted in case there are large number of fail grades or high grades, or when large numbers of students who have received the same grade or clustering of students on letter grades, or when there are discrepancies between grades allocated to individual students in different courses, or to find out the difficulty level of the question paper or whether the assessments modes used cover the entire syllabus or not.

Applicability-Moderation will be made applicable to both external and internal modes of assessment. All programs and courses will indicate, as part of their statements on assessment, arrangements for the moderation of assessed work. This can be done through formulation of a moderation policy and implemented across all programs and courses of instruction and delivery. The time frame for the moderation will be linked with the time frame for assessment.

In the event a moderation is triggered, an evaluation will begin with a discussion on the following (though not exhaustive) lines:

a. What are the rubrics used for each of the different types of assessment in the course? Is a standardized/ prescribed rubric used or has the instructor developed his/ her own rubric. If the instructor is using a personally framed rubric, or if there is no identified rubric, then how does the assessment map to learning outcomes?

b. The difficulty level of the questions included in the assessments, i.e., is the difficulty level on the extremes, very easy or very hard.

c. The manner of awarding marks, i.e., has the correction been at the extremes, liberal or tough.

Each department will establish a committee and designate roles and responsibilities at different levels for smooth working of the moderation process. In order to maintain neutrality, it will be ensured that moderator should not be the assessor. Staff members will be trained professionally in assessment techniques and moderation procedures. All assessment material produced by learner including examination sheets, assignments, project reports, research reports etc. will be examined.

Institutions will be encouraged to make the moderation process online. In this system, assessment plans, moderation plans, assessment tools, samples of which may be submitted online. Moderation reports will be generated online so that progress can be tracked and submitted to the COE after the approval of dean by Head of the department. The moderation will not be restricted to just assessment but also include moderation of content and assessment design.

24. **CHANGE OF DISCIPLINE**
"Academic Flexibility" is the provision for innovative and interchangeable curricular structures to enable creative combinations of Courses/Programmes in Disciplines of study leading to Degree/Diploma/PG Diploma/Certificate of Study offering multiple entry and multiple exit facilities in tune with National Education Policy-2020, while removing the rigid curricular boundaries and creating new possibilities of life-long learning.

25. **USE OF TECHNOLOGICAL INTERVENTION**
With the proliferation of different types of access devices, especially mobile access devices, technology has the potential to augment traditional classroom practices and revolutionize learning and evaluation methods. Technology, in fact can be an important driver to enable lifelong learning. Learning and engagement of students is facilitated by use of technology through several modes such as synchronous learning, semi-synchronous learning, blended learning, collaborative learning, flipped classroom etc. MOOC's, especially provided through SWAYAM, are a window of opportunity for lifelong learning and are offered through technology-based platforms. Learning management systems (LMS) may be used by institutions to integrate the entire teaching learning and evaluation process. The Learning Management System may be used by institutions to deliver academic content in blended form and to assess learning through thesis, assignments etc. Open-source learning management systems such as Moodle, Edmodo may be used for posting content in the form of videos, audios, e-learning modules, live class sessions etc. Use of plagiarism detection software will be highly recommended to check originality of content. In the conduct of examinations, universities face tremendous challenges such as need for trained manpower, distribution of question paper without delays and errors, delays in evaluation of answer scripts, lack of infrastructure to conduct examinations at a large scale, non-availability of faculty members for assessment, security issues faced during paper setting and paper distribution, tampering of certificates and answer scripts etc. For a typical examination department of an institution will be an autonomous body right from registration of student to convocation through an integrated system. In fact, steps must be taken to implement a complete examination management system that considers the complete life cycle of examination process. The use of technology will reduce dependency on human intervention and be error free. The following functions will be automated:

- Registration of students and generating unique PRN,

- Filling up of examination form,

- Generation of seat numbers and admit cards/hall tickets,

- Preparation of list of paper setter,

- Use of question bank system to draw question sets, question paper generation,

- Online distribution of question papers on the day of examination with system of encryption,

- Barcode system for answer books (this will eliminate issues related to errors, avoid malpractices etc.),

- Digitization of answer scripts and onscreen evaluation of answer sheets.

- Tracking of student's performance.

- Marks submission through online software, Viewing of result through online system, Online verification and revaluation system,

- Digitization of certificates and mark-sheets (to avoid tampering and easy retrieval),

- Certificate authentication system,

- Submission of various other applications through online system.

The above will lead to conduct of functions of the examination system in an efficient and transparent manner and timely availability of information to students.

26. **STUDENT DISCIPLINE**
Every student is required to observe utmost discipline and decorum both inside and outside the campus and not to indulge in any activity which may affect adversely the prestige reputation of the University.

27. **STUDENT WELFARE**
Any act of indiscipline of a student reported to the Dean (Students Welfare) and Head of the Department will be referred to a Discipline Committee constituted for the purpose. The Committee will enquire into the charges and decide on a suitable punishment if the charges are substantiated. The committee will also authorize the Dean (Students Welfare) to recommend to the Vice-Chancellor for the implementation of the decision. The student concerned may appeal to the Vice-Chancellor, whose decision will be the final

28. RAGGING

Ragging in any form is a criminal and non-bailable offence in our country. The current State and Central legislations provide stringent punishments including imprisonment. Once the involvement of a student(s) is established in ragging, offending fellow students/staff, harassment of any nature to the fellow students/staff etc. the student(s) will be liable to be dismissed from the University, as per the laid down procedures of the UGC / Govt. /Institute. Every senior student at the University, along with their parent, shall give an undertaking every year in this regard and the same should be submitted at the time of Registration.

29. POWER OF MODIFY

Notwithstanding all that has been stated above, the Academic Council is vested with powers to modify any or all the above regulations from time to time, if required, subject to the approval by the Board of Studies and Final approval by Vice-Chancellor.

30. EXIT POINT

Exit Point from the courses:

A PG Diploma in Radio and Television Production after completing 1 year (2 semesters)

31. NC CREDIT COURSE

NA

32. ANY OTHER HEADING AS PER YOUR PROGRAM

NA

Evaluation Scheme

		PG Diploma in Radio & Television Production- Evaluation Scheme Semester-I								
S.No	Subject Code	Subject Name	Course Category	Periods			Evaluation Scheme			Credits
				L	T	P	IA	EA	Total	
1	PGDRTP-111	Radio Programme, News Reporting & Editing	Core	4	0	0	25	75	100	4
2	PGDRTP-112	Television News Reporting & Editing	Core	4	0	0	25	75	100	4
3	PGDRTP-113	Communication & Journalism	Core	4	0	0	25	75	100	4
4	PGDRTP-114	Writing For Radio & Television Programs	AECC	3	0	0	25	75	100	3
5	PGDRTP-115	Computer Fundamentals and Applications	SEC	2	0	0	25	75	100	2
6	PGDRTP-116P	Radio Practical-viva	Core	0	0	6	25	75	100	3
7	PGDRTP-117P	Radio Internship	Core	0	0	0	25	75	100	3
		TOTAL					175	525	700	23

		PG Diploma in Radio & Television Production- Evaluation Scheme Semester-II								
S.No	Subject Code	Subject Name	Course Category	Periods			Evaluation Scheme			Credits
				L	T	P	IA	EA	Total	
1	PGDRTP-121	Radio Programme Production	Core	4	0	0	25	75	100	4
2	PGDRTP-122	Television Programme Production	Core	4	0	0	25	75	100	4
3	PGDRTP-123	Camera, Light and Sound	Core	4	0	0	25	75	100	4
4	PGDRTP-124	Audio-Video Editing	AECC	3	0	0	25	75	100	3
5	PGDRTP-125	Anchoring	SEC	2	0	0	25	75	100	2
6	PGDRTP-126P	Television Practical-Viva	Core	0	0	6	25	75	100	3
7	PGDRTP-127P	Television Internship	Core	0	0	0	25	75	100	3
		TOTAL					175	525	700	23

Format-3

IIMTU-NEP IMPLEMENTATION
Year: I / Semester: I

Programme: Post Graduate Diploma in Radio & Television Production Class: PGDRTP	Year: I Semester: I
Credits : 4 Theory : 4 Practical : 0	Subject: Radio Programme, News Reporting & Editing
Course Code: PGDRTP-111	Title: Radio Programme, News Reporting & Editing

Course Objectives: On completion of the course students should be able:
1. To learn about the Radio programmes and reporting.
2. To know about the different formats of Radio Programme.
3. To use tool and techniques of Radio News Reporting.
4. To in-hand practice of compiling and editing Radio prgrammes.
5. To get practical experience of making Radio programme on various subjects and formats.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L:4
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	**Introduction To Radio** Radio As A Mass Medium for all Functioning of Radio Newsroom Production Elements of Radio Programmes: Aural Sense, Appeal, Narration, Dialogue, Sound Effect, Rapid Getaway, Music, Silence Etc. Types Of News Bulletins Compilation of News and Bulletins News Real and Pool Copy Concept of MW, SW And FM	12-15
II	**Radio Programme Formats** Radio Programme Formats: Talk, Play, Feature, Interview, Story, Filmy Song, Musical Programme Etc. Interview and Panel Discussion, News Bulletin, News Features , Chat Shows, Fiction And Non-Friction Programme, Documentary and Docudrama, Commercial, Entertainment, Radio Bridge Production	12-15
III	**Radio News Reporting** Locating radio news stories Structuring a radio news report Tools and techniques of radio news reporting Radio news interviews and vox pops Role and responsibilities of reporters	12-15

		Radio features, talks and other programs	
		Reporting a press conference, Reporting politics, economy, sport, art, culture and entertainment; science and environment, Radio Newsreel.	
IV		**Compiling and Editing**	12-15
		Basics of radio news editing	
		Different editing styles	
		Use of voice dispatches, Phone-in and other inputs Incorporating live news dispatches in the bulletin, Radio bridge production	
		Compiling Headline News,	
		Editing 5 minute Bulletin without headlines, Compiling a 15-minute Radio News bulletin	
		Planning a 60-minute Radio news show	

Reference / Text Books:

- Radio Production, Robert Mcleish, Focal Press, Oxford, 2005.
- Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010.
- Basic Radio Journalism, Paul Chantler & Peter Stewart, Oxford, 2003.
- Broadcast Journalism: Techniques of Radio and TV News (Media Manuals), Andre Boyd, Focal Press, London, 1997.
- Radio news : Its reach, impact and potential, Sud, K K, March, 1989.
- Radio program praoduction / Asspinall Richard.
- Radio Programming : Tactics and Strategy, Norberg Eraic G, New Delhi, Focal Press, 1996
- रेडियो समाचार; राम सागर शकुल, प्रकाशन विभाग, भारत सरकार, 2011 रेडियो पत्रकारिता, सं जय कुमार, विशाल पब्लिकेशन, 2011

If the course is available as Generic Elective then the students of following departments may opt it. NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of the course:
CO1. Students will have the basic understanding about the Radio programmes and reporting.
CO2. Students will know the different formats of Radio Programme.
CO3. Students will have the tool and techniques of Radio News Reporting.
CO4. Students will have the in-hand practice of Compiling and Editing.
CO5. Students will have practical experience of making Radio programme on various subjects and formats.

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : I

Programme: Post Graduate Diploma in Radio & Television Production Class: PGDRTP	Year: I Semester: I
Credits : 4 **Theory : 4** **Practical : 0**	**Subject: Television News, Reporting & Editing**
Course Code: PGDRTP-112	**Title: Television News, Reporting & Editing**
Course Objectives: On completion of the course students should be able: 1. To describe the Television as a mass medium. 2. To know about the TV Reporting beats and issues. 3. To develop the sense of application of visual grammar and ethics. 4. To handle the construction of the News Bulletin. 5. To in-hand practice of Special Reporting.	
Nature of Paper: Core/DSE/SEC/GE/AECC: Core	
Minimum Passing Marks/Credits: 40% Marks / 4 Credits	
L:4 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)	

Unit	Contents	No. of Lectures Allotted
I	**Television As Medium** Nature of Television As Medium of Communication Origin And Development of Television, Television In India Organizational Structure of Television Introduction To Various Television Programmes Field work and News Beats New Gathering Off line news Gathering Online news Gathering City/Civic Reporting Knowing the city: evolution, culture, demographics, socio-economic growth and key issues City governance, key institutions and functionaries Defining the civic issues: water, electricity, education, health, transport, waste management, environment, public places, policing and crime control, emergency services Tools and techniques of city/civic reporting Reporting events and routine stories, crisis and emergencies, civic issues Covering gender issues.	12-15
II	**TV Reporting Assignments** Covering city/civic issues	12-15

	Reporting political events and covering political parties. Health Reporting, Specialized coverage for life style reporting, TV film reviews. Covering conflict situations Sports reporting, Environment/science reporting, Business reporting, Crime reporting	
III	**Building the Bulletin** Multi tasking: Planning video footage, generating news content and video editing Visual editing Editing problems: Application of visual grammar and ethics Compilation of news: Two-minute bulletins to one-hour news programmes Anchoring Talk shows and OB, TV studio interview, TV News studio discussions Talk shows with audience participation TV Studio discussion with live OB inputs, OB with live audience	12-15
IV	**Special Reporting** Public Health Reporting Sports Reporting Lifestyle Reporting Business Reporting Political Reporting	12-15

Reference / Text Books:

- Broadcast News:Writing, Reporting and Producing, Ted White and Frank Bernas, Focal Press, Focal Press, Oxford, 2010
- Television Journalism, Ivor Yorke, Rout ledge, 2016
- An introduction to writing for Electronic Media: Scrip writing Essentials Across the Genres, Roberts B. Musburger, Focal Press, Oxford, 2007
- Practice of Looking: An Introduction to visual Culture, Marita Sturken and Lisa Cartwright oxford University Press, Oxford, 2001
- Journalism in the Digital Age: Theory and Practice for Broadcast, Print and Online Media, John Herbert, Focal Press, Oxford, 2000 23
- टेलिविजन पत्रकारिता, सिद्धांत और कार्यप्रणाली, संजय गौड़, जयपर, वाइ किंग बकुस, 2012. टेलिविजन समाचार, आलेख, सम्पादन एवंप्रस्तुति,शम्सी, शकील हसन, नई दिल्ली, 2000.

If the course is available as Generic Elective then the students of following departments may opt it. NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of the course:

CO1. Students will able to describe the Television as a mass medium.

CO2. Students will have the knowledge about the TV Reporting beats and issues.

CO3. Students will develop the sense of application of visual grammar and ethics.

CO4. Students will be able to prepare the Bulletin.

CO5. Students will have the in-hand practice of Special Reporting of accordingly their preference.

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : I

Programme: Post Graduate Diploma in Radio & Television Production Class: PGDRTP	Year: I Semester: I	
Credits : 4 **Theory : 4** **Practical : 0**	**Subject: Communication and Journalism**	
Course Code: PGDRTP-113	**Title: Communication and Journalism**	
Course Objectives: On completion of the course students should be able: 1. To define communication and mass communication. 2. To explain various models and theories of mass communication. 3. To know emerging trends in mass communication and journalism. 4. To know the journalistic terminology and new media platforms. 5. To understand the role of communication in radio and television production.		
Nature of Paper: Core/DSE/SEC/GE/AECC: Core		
Minimum Passing Marks/Credits: 40% Marks / 4 Credits		
L:4 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		

Unit	Contents	No. of Lectures Allotted
I	**Communication** Communication: Definition, Elements, Functions Kinds of Communication Models of Communication: Aristotle's model, Lasswell Shannon and Weaver, Mclean Model of Communication Charles Osgood, Wilbur Schramm' Model Newcomb, Dance's Helical Spiral Model	12-15
II	**Theories** Theories of Communication: Sociological and Normative Theories Bullet Theory Psychological or Individual Difference Theory Cultivation Theory, Uses and Gratification theory Agenda Setting Theory, Two Step/Multi Step Flow Free Press Theory Indian Communication Theories: Bharata Muni's Natya Shastra,	12-15
III	**Journalism** Journalism: Definition, Nature and Scope Growth and Development of Indian Press	12-15

		Role of Media in Freedom Struggle Mass Media and Society Journalism as a Profession Journalistic Terminology Organizations of Journalists	
IV	**News Agencies** Major News Agencies Citizen Journalism Advocacy Journalism Sting Operations Media Trial Yellow Journalism	12-15

Reference / Text Books:

- Mass-Communication in India: Kevel J. Kumar: Jaico Mumbai
- Mass-Communication Theory-An Introduction: Denis Mc. Quail : Sage Delhi
- Bharat Me Sanchar Aur Jansanchar: J. V. Vilanilam: M. P. Hindi Granth Academy Bhopal
- Mass-Communication: Concepts and Issues: D.V.R Murthy: Olive green: Kochi
- Mass-, Culture, Language and Arts in India: Mahadev L. Apte: Popular Prakashan Mumbai
- Towards Sociology of Mass-Communication: Denis Mc. Quail:Collier –Macmillan
- Introduction to Communication Studies: John Fiske: Methuen London
- The process and Effects of Mass-Communication: Wilbur Schramm and Donald F. Roberts: University pf Illinois press.
- Hand Book of Journalism & Mass Communications by V.S. Gupta, Vir Bala Aggarwal, Concept Publishers, New Delhi.
- Mass Communication Theory & Practice by Uma Narula, Hiranand Publication, New Delhi.

If the course is available as Generic Elective, then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of the course:

CO1. Students will have the understanding of communication and mass communication

CO2. Students will able to explain and use various Models and Theories of Communication and Mass Communication

CO3. Students will have knowledge about emerging trends in Communication and Mass Communication.

CO4. Students will know the journalistic terminology and new media platforms.

CO5. Students can apply their understanding about communication in radio and television production.

IIMTU-NEP IMPLEMENTATION
Year: I / Semester: I

Programme: Post Graduate Diploma in Radio & Television Production Class: PGDRTP	Year: I Semester: I
Credits : 3 Theory : 3 Practical : 0	Subject: Writing For Television and Radio Programs
Course Code: PGDRTP-114	Title: Writing For Television and Radio Programs

Course Objectives: On completion of the course students should be able:
1. To describe basic concept of Writing Process.
2. To learn about different formats of Writing Structure.
3. To know how to develop plot, characters and scene.
4. To acquire the skill writing for Sound and video.
5. To have practical knowledge of Writing for Fiction/Non-Fiction.

Nature of Paper: Core/DSE/SEC/GE/AECC: AECC

Minimum Passing Marks/Credits: 40% Marks / 3 Credits

L:3
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit   (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	**Writing Process** The Writing Process Observation, Perception and Recognition. The Specific and the General. Integrating Personal History and Experience. Research for Scripts: Techniques and Forms of Integration. Writing for Formats: Documentary, Fiction, TV, Radio, Trans-media, Experimental	10-12
II	**Writing Structure** Structure, Flow and Arc Desire and Obstacle. Character Conflict and Plot Movement Relationship between sound and Images Use of Images to develop a story, character or Plot Developing Characters: History, Biography & Fiction Developing Characters for Documentary & Fiction Character, Story and Plot Development.	10-12
III	**Writing for Sound** Dialogue, Sound and Voice: Naturalistic vs. Expressionistic Dialogue	10-12

		Text, Sub-text and Intention Character through Voice Narration, Sync-sound Aural narrative strategies Re-Writing and Layering: Layering, Detailing and Adding Texture Text, Subtext, Story and Character Improvisation, Rehearsals and Script Revisions. Workshop: Class presentation of Scripts in progress and feedback.	
IV	**Writing for Fiction/Non-Fiction** Writing for the Documentary Cinema Verite in Reality TV, Documentary and Fiction Documentary Fiction Hybrids Improvisation and Staging Sound and aural environment In class presentation of revised individual projects	10-12

Reference / Text Books:

- Herbert Zettl Television Production Handbook.7th ed. Wadsworth.
- Herbert Zettl Video Basics Workbook.2nd ed. Wadsworth
- Choudhary, R. (2010). Media Writing. New Delhi: Centrum Press.
- Howard, P. (1986). Perfect your Punctuation. Melbourne: Longman Cheshire.
- Sinha, P. K. (2006). Media Writing. Delhi: Indian Distributors.
- Vander Mey, R. (2004). The College Writer: A guide to Thinking, Writing and Researching. Boston: Houghton Mifflin.
- W., M., & V., P. R. (2008). High School English: Grammar &Composition. Batu Caves, Selangor: Crescent News..
- Whitaker,W.R., Ramsey, J. E., & Smith, R.D.(2012).Media
- Writing: Print, Broadcast, and Public Relations. New York: Routledge.

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination 2) Presentations /Seminar	10
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	5
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of the course:
CO1. Students will be able to know the basic concept of Writing Process.
CO2. Students will have knowledge different formats of Writing Structure.
CO3. Students will know how to develop plot, characters and scene.
CO4. Student will acquire the skill Writing for Sound and video.
CO5. Students will able to work as a content writer for any media platforms.

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : I

Programme: Post Graduate Diploma in Radio & Television Production Class: PGDRTP	Year: I Semester: I
Credits : 2 Theory : 2 Practical : 0	Subject: Computer Fundamentals and Applications
Course Code: PGDRTP-115	Title: Computer Fundamentals and Applications

Course Objectives: On completion of the course students should be able:
1. To describe the basic concept of computers.
2. To know about different Computer Applications.
3. To get the basics of the MS Office.
4. To know how to use and work on Internet.
5. To use various tools and services on Internet.

Nature of Paper: Core/DSE/SEC/GE/AECC: SEC

Minimum Passing Marks/Credits: 40% Marks / 2 Credits

L:2
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	**Introduction to computers** Introduction to computers Computer hardware and software Types of computers and features Mini Computers, Micro Computers, Mainframe Computers, Super Computers Application of computer in various fields related to media: Print electronic and film etc.	8-10
II	**Computer Application** Introduction to graphical and user interface (GUI)Flash Different applications of computers for mass media. Introduction – text, graphics, drawings, animation, sounds. Multimedia applications: business applications, educational application, public utility, virtual reality; multimedia skills. Data Organization: Drives, Files, Directories, Creating, Copying, Moving, Deleting and Renaming.	8-10
III	**MS-Word** MS-Word and Application: Introduction, Typing and editing, formatting	8-10

		text	
		MS-Power Point: Introduction, presentation, graphics, creating, presentation and slide shows.	
		MS-Excel and Application: Introduction, Typing and editing, formatting text	
		MS-Access: Introduction.	
IV		**Internet**	8-10
		Internet: Introduction, Concept and development	
		World Wide Web	
		Tools and services on Internet	
		Browsing the Internet	
		domain name systems	
		Internet functions: e-mail, searching and downloading information	
		Internet protocols FTP, HTTP, TCP, IP, Security issue on internet	

Reference / Text Books:

- Fundamental of Computers – By V. Rajaraman B.P.B. Publications
- Fundamental of Computers – By P.K. Sinha
- Computer Today- By Suresh Basandra
- Unix Concepts and Application – By Sumitabha Das
- MS-Office 2000(For Windows) – By Steve Sagman
- Internet Patrakarita – Suresh Kumar.

If the course is available as Generic Elective then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	
3) Assignments	10
4) Research Project Report	5
Seminar On Research Project Report	
5) ESE	75
Total:	90

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of the course:
CO1. Students will have basic knowledge of computer.
CO2. Students will be able to work on any Software and Operating System.
CO3. Students will have the practical knowledge of IT Communication.
CO4. Students will be able to work on MS Office.
CO5. Students will know the various tools and services on Internet.

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : I

Programme: Post Graduate Diploma in Radio & Television Production Class: PGDRTP	Year: I Semester: I	
Credits : 3 Theory : 0 Practical : 3	Subject: Practical-Viva (Radio)	
Course Code: PGDRTP-116P	Title: Practical-Viva (Radio)	
Course Objectives: On completion of the course students should be able: 1. To learn about different Computer Applications. 2. To acquire the skill writing for Sound and video. 3. To understand the role of communication in radio and television production. 4. To know about the tool and techniques of Radio News Reporting. 5. To know the various tools and services on Internet.		
Nature of Paper: Core/DSE/SEC/GE/AECC: Core		
Minimum Passing Marks/Credits: 50% Marks / 3 Credits		
L: T: P: 6 (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)		

Unit	Contents	No. of Lectures Allotted
	There shall be a Comprehensive Viva Voce based on the courses of the entire programme. It will be conducted by a Board of Examiners comprising of the Dean/HOD or his/her nominee and external expert. The practical/viva carries 100 Marks. It will be conducted by the External and Internal Examiners. The External Examiner will be appointed by the Vice Chancellor.	

Reference / Text Books:
If the course is available as Generic Elective then the students of following departments may opt it. NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	5
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of the course:

CO1. Students will be in-hand Document, creation, manipulation and storage of Chart and Slide Show Package.

CO2. Student will acquire the skill Writing for Sound and video.

CO3. Students can apply their understanding about communication in radio and television production.

CO4. Students will have the in-hand practice of Special Reporting of accordingly their preference.

CO5. Students will have the in-hand practice of Compiling and Editing.

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : I

Programme: **Post Graduate Diploma in Radio &** **Television Production** **Class: PGDRTP**	**Year: I** **Semester: I**
Credits : 3 **Theory : 0** **Practical : 3**	**Subject: Internship (Radio)**
Course Code: **PGDRTP-117P**	**Title: Internship (Radio)**

Course Objectives: On completion of the course students should be able:
1. To learn about the working culture of media organizations.
2. To know about the code of conduct and ethics of Radio production.
3. To develop an understanding to analyze the various roles and responsibilities as a Radio Content Maker.
4. To create a professional network in radio organizations.
5. To develop the professional approach at work place.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core

Minimum Passing Marks/Credits: 50% Marks / 3 Credits

L:
T:
P: 6 (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	Every student will be assigned the Final Project Report in First Semester. The Final Project will be pursued by him/her under the supervision of an internal supervisor in the First semester. The student will make his/her final project on the subject/theme approved by the Dean/HOD. The Project Report will be submitted (both in hard and soft copy) by the students at least four weeks prior to the date of commencement of the Examination of the First Semester. At the time of viva, the students will make a Power Point Presentation of the Final Project. The Final Project Report carries 100 Marks. It will be evaluated by External and Internal Examiners. The External Examiner will be appointed by the Vice Chancellor.	
If the course is available as Generic Elective then the students of following departments may opt it. NOT APPLICABLE		

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	
3) Assignments	10
4) Research Project Report	5
Seminar On Research Project Report	
5) ESE	75
Total:	100
Prerequisites for the course: Command over Hindi and English	

Course Learning Outcomes: On completion of the course:

CO1. Students will have experience about the working culture of media house.

CO2. Students will have knowledge about the code of conduct and ethics of media production and Radio Programme Production.

CO3. Students will be able to analyze the various roles and responsibilities as a Radio Content Makers.

CO4. Students will have a professional network.

CO5. Students will develop the professional approach at work place.

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : II

Programme: Post Graduate Diploma in Radio & Television Production Class: PGDRTP	Year: I Semester: II
Credits : 4 Theory : 4 Practical : 0	**Subject: Radio Programme Production**
Course Code: PGDRTP-121	**Title: Radio Programme Production**

Course Objectives: On completion of the course students should be able:
1. To learn about different Radio Documentary.
2. To acquire the skill of Radio Drama production.
3. To develop the skills of making Radio Magazine show.
4. To do the compilation of different recorded sound for radio programme.
5. To have practical knowledge of Radio Programme Production.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L:4
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit   (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	**Radio Documentary** Radio Documentary: Understanding Documentary. Adopting or investing a story. Developing the script. Creating pictures. Role of a narrator. Documenting the unseen. Using ambience sound as transition and narrative.	12-15
II	**Radio Drama** Understanding Radio Plays. Characterization and dialogues for radio. Creating unseen scenes. Transition through sound-effects dialogues, fades and music. Adaptation of a story. Developing the script. Modulating voice; Dramatic and narrative voice. Role of the narrator. Background score.	12-15

III	**Radio Magazine show** Hosting a show: Bringing enthusiasm and effect, creating and revealing an on air personality. Developing local, emotional and humour connect. Ideating an umbrella thought. Designing the Fixed Point Chart Linking with handshakes and back announcement. Content segueing.	12-15
IV	**Project Work** Sound mix- sound piece that can be a combination of interesting sounds, spoken words, m music, or silence. All these elements linked together will tell a story or form a narrative. Sound mix can follow a theme or a rule as set by the trainer. Radio Documentary/ feature	12-15

Reference / Text Books:
- Cunnigham, Megan. (2005). The Art of the Documentary: Conversations with Leading Directors, Cinematographers, Editors and Producers. New Riders.
- Schaefer, Dennis and Salvato, Larry. (1984). Masters of Light: Conversations with Contemporary Cinematographers. University of California Press.
- Murch, Walter. (2001) In the Blink of an Eye: Perspectives on Film Editing.
- Dancyger, Ken. (2010) The Technique of Film and Video Editing: History, Theory and Practice. Focal Press
- Ascher, Steven and Pincus, Edward. (1998). The Filmmaker's Handbook: A Comprehensive Guide to the Digital Age. Penguin.

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	
3) Assignments	10
4) Research Project Report	5
Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of the course:
CO1. Student will have the knowledge about different Radio Documentary.
CO2. Students will acquire the skill of Radio Drama production.
CO3. Students will be able to make any Radio Magazine show.
CO4. Student will know the compilation of different recorded sound for radio programme.
CO5. Students will have practical knowledge of Radio Programme Production so he/she can work with any radio channel.

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : II

Programme: Post Graduate Diploma in Radio & Television Production Class: PGDRTP	Year: I Semester: II
Credits : 4 **Theory : 4** **Practical : 0**	**Subject: Television Programme Production**
Course Code: **PGDRTP-122**	**Title: Television Programme Production**

Course Objectives: On completion of the course students should be able:
1. To understand the changing scenario of Television.
2. To acquire the art of direction/ production design.
3. To develop the skills of creative use of advanced camera and lighting.
4. To have practical knowledge of sound for studio.
5. To use practical experience of television programme production.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L:4
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	**The Changing Scenario of TV** The Industry today in relation to trans-media platforms The convergence of studio and field production. The evolution of the box Audience and Artistic Taste Alternative programming Advertising Documentary series Variety shows: Fusion of formats Fiction Genres Developing a format	12-15
II	**Television** Developing a concept for TV Narrative structure in Television Series Developing a character for a Television Series Adapting fiction Production Design The importance of art direction/ production design in TV Designing sets for different genres Costume and Make-up for live program. Lab sessions.	12-15

III	**Advanced Camera and Lighting**	12-15
	Merging Single camera with multi camera	
	Lighting for different genres	
	Camera Movement	
	Working with rigs and accessories	
	Lab Sessions	
	Immersive Media (Combined with Digital Media Arts)	
	Introduction to Immersive Media	
	360 degree video	
	Virtual Reality	
	Feasibility of Immersive Media in Television	
IV	**Sound for Studio**	12-15
	Microphones	
	Introduction to basic sound recording	
	Working with audio mixer	
	Spatial audio	
	Live Lab Sessions	
	End semester project.	
	5 minute live production	

Reference / Text Books:
- Millerson Gerald. Basic TV staging: Focal Press, London, 1974
- Julian Friedmann and Chris Walker. The Insiders Guide to Writing for TV: Trotman 2012
- Venita Coelho. Soap - Writing & Surviving Television in India : Harper Collins, 2010
- Alan Wurtzel, John Rosenbaum. Television Production.: McGraw Hill, 1995
- Andrew H. Utterback. Studio – based television production and directing: Focal press, 2007

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	
3) Assignments	10
4) Research Project Report	5
Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of the course:
CO1. Students will have the understanding about the changing scenario of Television.
CO2. Students will acquire the art of direction/ production design.
CO3. Students will have the skills of creative use of advanced camera and lighting.
CO4. Students can work in any television studio as a media professional.
CO5. Students will practical experience of television programme production.

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : II

Programme: **Post Graduate Diploma in Radio & Television Production** **Class: PGDRTP**	**Year: I** **Semester: II**
Credits : 4 **Theory : 4** **Practical : 0**	**Subject: Camera, Light and Sound**
Course Code:PGDRTP-123	**Title: Camera, Light and Sound**

Course Objectives: On completion of the course students should be able:
1. To understand the basics of Camera, Light and Sound.
2. To acquire the sense of aesthetics in visual composition.
3. To develop the skills of creative use of lighting techniques.
4. To develop the aesthetics in visual composition.
5. To get practical knowledge of Audio production techniques.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L:4
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	**Introduction** Introduction to video camera Parts of video camera and their functions Camera movement equipment Digital Cinematography Digital Cameras and workflows High definition and digital film cameras Formats, Files Data Management Recording raw files Creating the picture profile Mixing formats Designing the Frame Special need based cameras and their possibilities The Use of Prime and Special Lenses Advanced Camera Accessories The Static and Moving camera Aesthetics & Techniques of movement – Handheld/Assisted – Steadycam, crane, dolly Exercise Lenses – functions and types	12-15
II	**Visualization** Composition – different types of shots, camera angles and camera	12-15

	movements Aesthetics in visual composition Subject - camera relationship. Aperture control and depth of field		
III	**Lights** Lights and its properties Different types of lights Other tools used in lighting – diffusers, reflectors, cutters & gels Basic lighting techniques Accessories used in lighting Painting with Light Aesthetics of Lighting: Naturalistic and Expressionistic Advanced Lighting techniques Lighting for film/video/TV Effect Lighting Lighting accessories Reading Histograms Lighting Exercises	12-15	
IV	**Sound** Audio fundamentals Various audio elements used in video programmes - lip synchronized sound, voice, music, ambience, sound effects Types of microphones, Use of audio mixers for recording & editing of sound, Different audio equipment for studio and location recording, Audio post production – mix and unmixed tracks	12-15	

Reference / Text Books:
- Schaefer, Dennis and Salvato, Larry. (1984). Masters of Light: Conversations with Contemporary Cinematographers. University of California Press.
- Ballinger, Alex.(2004) New Cinematographers. Laurence King.
- Malkeiwicz, Kris. (1986) Film Lighting: Conversation with Hollywood Cinematographers and Gaffers
- Box, Harry. (2003). Set Lighting Technician's Handbook. Focal Press.

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments	5
4) Research Project Report/Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of the course:
CO1. Students will have the basic understanding of Camera, Light and Sound.
CO2. Students will acquire the sense of aesthetics in visual composition.
CO3. Students will have the skills of creative use of lighting techniques.
CO4. Students will develop the aesthetics in visual composition.
CO5. Students will have practical knowledge of Audio production techniques.

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : II

Programme: **Post Graduate Diploma in Radio & Television Production** **Class: PGDRTP**	**Year: I** **Semester: II**
Credits : 3 **Theory : 3** **Practical : 0**	**Subject: Audio-Video Editing**
Course Code:PGDRTP-124	**Title: Audio-Video Editing**

Course Objectives: On completion of the course students should be able:
1. To have a historical overview of editing styles.
2. To impart conceptual skills in Managing the Digital workflow.
3. To understand digital workflows and associated technical concepts.
4. To information on different Digital work platforms and Software.
5. To develop the skills of making packaging and promo.

Nature of Paper: Core/DSE/SEC/GE/AECC: AECC

Minimum Passing Marks/Credits: 40% Marks / 3 Credits

L:3
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	**Understanding of Editing** History and Aesthetics Editing design Styles of Editing The work of well known editors	10-12
II	**Workflow** Managing the Digital workflow Data management and creative organization Working with raw files Digital Workflows Formats and Files Mixing formats and codecs Conform and online	10-12
III	**Script & Editing** Story, Structure and Narrative Excavating the narrative in documentary From script to editing table in fiction Wrestling with Structure Live Switching The creative use of Sound and Text Exercise	10-12

IV	**Packaging**	10-12
	Altering the Image	
	Editing Softwares: Avid,FCP, Adobe CS6	
	Colour correction	
	Typography and titling	
	Special effects	
	Compositing, chroma and match move	
	Packaging and Promo	
	Exercise	

Reference / Text Books:
- Ascher, Steven and Pincus, Edward. (1998). The Filmmaker's Handbook: A Comprehensive Guide to the Digital Age. Penguin.
- Murch, Walter. (2001) In the Blink of an Eye: Perspectives on Film Editing.
- Dancyger, Ken. (2010) The Technique of Film and Video Editing: History, Theory and Practice. Focal Press.
- Rosenblum The Shooting Stops The Cutting Begins: A Film Editor's Story Da Capo Paperback 24.
- Dmytry Edward, On Film Editing: An Introduction to the Art of Film Construction.

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	
3) Assignments	10
4) Research Project Report	5
Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1. Students will have the knowledge of historical background of editing styles.
CO2. Students will have conceptual skills in editing documentary and fiction.
CO3. Students will be able to work on digital workflows and associated technical concepts.
CO4. Students will train on different Digital work platforms and Software.
CO5. Students will develop the skills of making packaging and promo.

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : II

Programme:Post Graduate Diploma in Radio & Television Production Class: PGDRTP	Year: I Semester: II
Credits : 2 Theory : 2 Practical : 0	Subject: ANCHORING
Course Code:PGDRTP-125	Title: ANCHORING

Course Objectives: On completion of the course students should be able:
1. To create an understanding about the basic concept of Anchoring.
2. To get the mannerism of news room.
3. To acquire the skills on language, pronunciation and articulation.
4. To perform anchoring for current affairs programs, live programs, commentary of occasions.
5. To participate as an anchor in events.

Nature of Paper: Core/DSE/SEC/GE/AECC: SEC

Minimum Passing Marks/Credits: 40% Marks / 2 Credits

L:2
T:
P:(In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1Credit(4Hrs./Week=2Credits)

Unit	Contents	No. of Lectures Allotted
I	Personality of The Anchor and The News Presenter. What Constitutes a Personality?	8-10
II	Basics of The News Room of The Channel and The Studio. Accessories And Essentials	8-10
III	Language and Pronunciation. Articulation Current Affairs and General Knowledge	8-10
IV	Reading Practice of The New Bulletin, Scripts. Practice with the Current Affairs Programs, Live Programs, Commentary of Occasions.	8-10

Reference / Text Books:
- The ABC of News Anchoring-Richa Jain Kalra, Pearson Education
- Working for Media; Handbook for Building A Career in Journalism, Bharti Nagpal

If the course is available as Generic Elective, then the students of following departments may opt it.
Not Applicable

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	5

5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of the course:
CO1. Student would be able to describe the basic concept of Anchoring.
CO2. Students will familiarize with the mannerism of news room.
CO3. Students would have skills of language pronunciation and articulation.
CO4. Student would be able to perform anchoring for current affairs programs, live programs, and commentary of occasions.
CO5. Students will participate as an anchor in events.

IIMTU-NEP IMPLEMENTATION
Year: I / Semester : II

Programme: **Post Graduate Diploma in Radio & Television Production** **Class: PGDRTP**	**Year: I** **Semester: II**
Credits : 3 **Theory : 0** **Practical : 3**	**Subject: Practical-Viva (Television)**
Course Code:PGDRTP-126P	**Title: Practical-Viva (Television)**

Course Objectives: On completion of the course students should be able:
1. To have practical knowledge of Radio Programme Production.
2. To get practical knowledge of sound for studio.
3. To know about Audio production techniques.
4. To know about different Digital work platforms and Softwares.
5. To perform anchoring for current affairs programs, live programs, commentary of occasions.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core

Minimum Passing Marks/Credits: 50% Marks / 3 Credits

L:
T:
P: 6 (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	There shall be a Comprehensive Viva Voce based on the courses of the entire programme. It will be conducted by a Board of Examiners comprising of the Dean/HOD or his/her nominee and external expert. The practical/viva carries 100 Marks. It will be conducted by the External and Internal Examiners. The External Examiner will be appointed by the Vice Chancellor.	

Reference / Text Books:

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	5
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of the course:

CO1. Students will have practical knowledge of Radio Programme Production so he/she can work with any radio channel.

CO2. Students can work in any television studio as a media professional.

CO3. Students will have practical knowledge of Audio production techniques.

CO4. They will be able to work on digital workflows and associated technical concepts.

CO5. Student would be able to perform anchoring for current affairs programs, live programs, and commentary of occasions.

IIMTU-NEP IMPLEMENTATION
Year : I / Semester : II

Programme: **Post Graduate Diploma in Radio &** **Television Production** **Class: PGDRTP**	**Year: I** **Semester: II**
Credits : 3 **Theory : 0** **Practical : 3**	**Subject: Internship (Television)**
Course Code:PGDRTP-117P	**Title: Internship (Television)**

Course Objectives: On completion of the course students should be able:
1. To learn about the working culture of media organization.
2. To know about the code of conduct and ethics of production.
3. To develop the understanding to analyze the various roles and responsibilities as a journalism student.
4. To develop a professional network.
5. To absorb working environment of media organization.

Nature of Paper: Core/DSE/SEC/GE/AECC: Core

Minimum Passing Marks/Credits: 50% Marks / 3 Credits

L:
T:
P:6 (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
	Every student will be assigned the Final Project in First Semester. The Final Project will be pursued by him/her under the supervision of an internal supervisor in the First semester. The student will make his/her final project on the subject/theme approved by the Dean/HOD. The Project Report will be submitted (both in hard and soft copy) by the students at least four weeks prior to the date of commencement of the Examination of the First Semester. At the time of viva, the students will make a Power Point Presentation of the Final Project. The Final Project Report carries 100 Marks. It will be evaluated by External and Internal Examiners. The External Examiner will be appointed by the Vice Chancellor.	

Reference / Text Books: NOT APPLICABLE

If the course is available as Generic Elective then the students of following departments may opt it.
NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	
3) Assignments	10
4) Research Project Report	5
Seminar On Research Project Report	
5) ESE	75
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of the course:

CO1. Students will have experience about the working culture of media organization.

CO2. Students will have knowledge about the code of conduct and ethics of media production.

CO3. Students will be able to analyze the various roles and responsibilities as a journalist and media professionals.

CO4. Student will encouraged the students for develop a professional network.

CO5. Students will absorb working environment of media organization.

School of Media, Film & Television Studies

ACADEMIC HANDBOOK

ORDINANCE & ACADEMIC REGULATION
(As per National Education Policy-2020 & UGC Regulation 2022)
DOCTOR OF PHILOSOPHY IN JOURNALISM AND MASS COMMUNICATION (Ph.D.)

PREAMBLE

School of Media, Film & Television Studies offers Ph.D. Programme that comprehensively addresses all aspects of media research. This Programme equips students with highly specialized knowledge, research skills and the ability to conduct original and high quality multidisciplinary research. The goal is to generate solutions for complex problems, including real life issues, within their chosen fields of study.

This ordinance is applicable to the Doctor of Philosophy (Ph.D.) Programme in Journalism and Mass Communication.

- Name of the Programme is Doctor of Philosophy in Journalism and Mass Communication.
- Short title of the Programme is Ph.D. in Journalism and Mass Communication.
  This Ordinance shall apply to all courses leading to the degree of Doctor of Philosophy in Journalism and Mass Communication.

1. **Note**
   (1) These Regulations as per the (Minimum Standards and Procedure for Award of Ph.D. Degree) Regulations, 2022.

2. **Definitions.- (1)** In these Regulations, unless the context otherwise requires,-

   a) **"Act"** means the University Grants Commission Act,1956 (3 of 1956);

   b) **"Higher Educational Institution"** means university/ institute/ College.

   c) **"Adjunct Faculty"** means a part-time or contingent instructor, but not full-time faculty member hired to teach by a University;

   d) **"Cumulative Grade Point Average (CGPA**)" means a measure of the overall cumulative performance of a student over all semesters. The CGPA is the ratio of total credit points secured by a student in various courses in all semesters and the sum of the total credits of all courses in all semesters. It is expressed up to two decimal places;

   e) **"Credit"** means the number of hours of instruction required per week over the duration of a semester. A three-credit course in a semester means three one-hour lectures per week, with each one-hour lecture counted as one credit;

   f) **"College"** means an institution engaged in higher education and/or research, either established by a University as its constituent unit or is affiliated with it;

   g) **"Commission"** means the University Grants Commission established under Section 4 of the UGC Act1956;

   h) **"Course"** means one of the specified units which go to comprise a programme of study;

i) **"Course Work"** means courses of study prescribed by the School/Department/ Centre to be undertaken by a student registered for the Ph.D. Degree;

j) **"Degree"** means a degree awarded by a University in accordance with the provisions of section 22 (3) of the Act;

k) **"External examiner"** means an academician/researcher with published research work who is not part of the Higher Educational Institution where the Ph.D. scholar has registered for the Ph.D. programme;

l) **"Foreign Educational Institution"** means–(i) an institution duly established or incorporated in its home country and offering educational programmes at the undergraduate, postgraduate and higher levels in its home country and (ii) which offers programme(s) of study leading to the award of a degree through conventional face-to-face mode, but excluding distance, online, ODL mode;

m) **"Grade Point"** means a numerical weight allotted to each letter grade on a 10-point scale;

n) **"Guide/Research Supervisor"** means an academician/researcher recognized by Higher Educational Institution to supervise the Ph.D. scholar for his/her research;

o) **"Higher Educational Institution"** means a university or institution specified under clause 2 of Regulation 1 of these Regulations;

p) **"Interdisciplinary Research"** means research conducted by a Ph.D. scholar in two or more academic disciplines;

q) **"Open and Distance Learning Mode"** shall have the same meaning as defined under the UGC(Open and Distance Learning Programmes and Online Programmes) Regulations 2020;

r) **"Online Mode"** shall have the same meaning as defined under the UGC (Open and Distance Learning Programmes and Online Programmes) Regulations 2020;

s) **"Plagiarism"** means the practice of taking someone else's work or idea and passing them as one's own;

t) **"Programme"** means a higher education programme pursued for a degree specified by the Commission under sub-section (3) of section 22 of the Act;

u) **"Prospectus"** means any document, whether in print or otherwise, issued for providing fair and transparent information relating to a Higher Educational Institution and programmes, to the general public (including to those seeking admission in such Higher Educational Institutions) by the Higher Educational Institutions;

v)   **"Research Proposal"** means a brief write-up giving an outline of the proposed research work which the Ph.D. scholar shall submit along with the application for registration for Ph.D. programme;

w)   **"University"** means a Higher Educational Institution established or incorporated by or under a Central Act, a Provincial Act, or a State Act, and shall include any institution for higher education deemed a University under Section 3 of the Act.

x)   Words and expressions used and not defined in these Regulations but defined in Act and not consistent with these Regulations shall have the meanings assigned to them in that Act.

3.   **Eligibility criteria for admission to the Ph.D. Programme:-**The following are eligible to seek admission to the Ph.D. programme:

(1)   **Candidates who have completed:**

I.   A 1-year/2-semester master's degree programme after a 4-year/8-semester bachelor's degree programme or a 2-year/4-semester master's degree programme after a 3-year bachelor's degree programme or qualifications declared equivalent to the master's degree by the corresponding statutory regulatory body, with at least 55% marks in aggregate or its equivalent grade in a point scale wherever grading system is followed

Or

equivalent qualification from a foreign educational institution accredited by an assessment and accreditation agency which is approved, recognized or authorized by an authority, established or incorporated under a law in its home country or any other statutory authority in that country to assess, accredit or assure quality and standards of the educational institution.

II.   A relaxation of 5% marks or its equivalent grade may be allowed for those belonging to SC/ST/OBC (non-creamy layer)/ Differently-Abled, Economically Weaker Section (EWS) and other categories of candidates as per the decision of the Commission from time to time.

Provided that a candidate seeking admission after a 4-year/8-semester bachelor's degree programme should have a minimum of 75% marks in aggregate or its equivalent grade on a point scale wherever the grading system is followed. A relaxation of 5% marks or its equivalent grade may be allowed for those belonging to SC/ST/OBC (non-creamy layer)/ Differently-Abled, Economically Weaker Section (EWS) and other categories of candidates as per the decision of the Commission from time to time.

(2)   **Candidates who have completed the M.Phil.**

Programme with at least 55% marks in aggregate or its equivalent grade in a point scale wherever grading system is followed or equivalent qualification from a foreign educational institution accredited by an assessment and accreditation agency which is approved, recognized or authorized by an authority, established or incorporated under a

law in its home country or any other statutory authority in that country to assess, accredit or assure quality and standards of educational institutions, shall be eligible for admission to the Ph.D. programme. A relaxation of 5% marks or its equivalent grade may be allowed for those belonging to SC/ST/OBC (non-creamy layer)/Differently-Abled, Economically Weaker Section (EWS) and other categories of candidates as per the decision of the Commission from time to time.

4.   **Duration of the Programme.-**

(1)   Ph.D. Programme shall be for a minimum duration of three (3) years, including course work, and a maximum duration of six (6) years from the date of admission to the Ph.D. programme.
For part-time candidate the minimum duration of three years (Six RAC/ Semester) excluding course work, and a maximum of six years.

(2)   A maximum of an additional two (2) years can be given through a process of re-registration as per the direction of RDC concerned; provided, however, that the total period for completion of a Ph.D. programme should not exceed eight (8) years from the date of admission in the Ph.D. programme.

(3)   Provided further that, female Ph.D. scholars and Persons with Disabilities (having more than 40% disability) may be allowed an additional relaxation of two (2) years; however, the total period for completion of a Ph.D. programme in such cases should not exceed ten (10) years from the date of admission in the Ph.D. programme.

(4)   Female Ph.D. Scholars may be provided Maternity Leave/Child Care Leave for up to 240 days in the entire duration of the Ph.D. programme.

5.   **Procedure for admission.-**
(1)   The admission shall be based on the criteria notified by the institution, keeping in view the guidelines/norms in this regard issued by the UGC and other statutory/regulatory bodies concerned, and taking into account the reservation policy of the Central/State Government from time to time.

(2)   **Admission to the Ph.D. programme shall be made using the following methods:**

i.   HEIs may admit students who qualify for fellowship/scholarship in UGC-NET/UGC- CSIR NET/GATE/CEED and similar National level tests based on an interview. And/or

ii.   HEIs may admit students through an Entrance Test conducted at the level of the individual HEI. The Entrance Test syllabus shall consist of 50% of research methodology and 50% shall be subject- specific.

iii.   Students who have secured 50 % marks in the entrance test are eligible to be called for the interview.

iv.   A relaxation of 5 % marks will be allowed in the entrance examination for the candidates belonging to SC/ST/OBC/differently-abled category, Economically Weaker Section (EWS), and other categories of candidates as per the decision of the Commission from time to time.

v.   HEIs may decide the number of eligible students to be called for an interview based on the number of Ph.D. seats available.

vi.   Provided that for the selection of candidates based on the entrance test conducted by the HEI, a weightage of 70 % for the entrance test and 30 % for the performance in the interview/viva- voce shall be given.

(3)   Universities and Colleges which are eligible to conduct Ph.D. programmes, shall:

i.   Notify a prospectus well in advance on the institution's website specifying the number of seats for admission, subject/discipline-wise distribution of available seats, criteria for admission, the procedure for admission, and all other relevant information for the candidates;

ii.   Adhere to the National/State-level reservation policy, as applicable.

(4)   The Higher Educational Institution shall maintain a list of Ph.D. supervisors (specifying the name of the supervisor, his or her designation, and the department/school/centre), along with the details of Ph.D. scholars (specifying the name of the registered Ph.D. scholar, the topic of his/her research and the date of admission) admitted under them on the website of the institution and update this list every academic year.

6.   Allocation of Research Supervisor.- Eligibility criteria to be a Research Supervisor, Co-Supervisor, Number of Ph.D. scholars permissible per supervisor, etc.

(1)   Permanent faculty members working as Professor/Associate Professor of the Higher Educational Institution with a Ph.D., and at least five research publications in peer-reviewed or refereed journals and permanent faculty members working as Assistant Professors in Higher Educational Institutions with a Ph.D., and at least three research publications in peer-reviewed or refereed journals may be recognized as a Research Supervisor in the university where the faculty member is employed or in its affiliated Post-graduate Colleges/institutes. Such recognized research supervisors cannot supervise research scholars in other institutions, where they can only act as co-supervisors. Ph.D. awarded by a university under the supervision of a faculty member who is not an employee of the university or its affiliated Post- graduate Colleges/institutes would be in violation of these Regulations.

❖   For Ph.D. scholars working in Central government/ State government research institutions whose degrees are given by Higher Educational Institutions, the scientists in such research institutions who are equivalent to Professor/Associate Professor/Assistant Professor can be recognized as supervisors if they fulfill the above requirements.

❖ Provided that in areas/disciplines where there is no, or only a limited number of peer-reviewed or refereed journals, the Higher Educational Institution may relax the above condition for recognition of a person as Research Supervisor with reasons recorded in writing.

❖ Co-Supervisors from within the same department or other departments of the same institution or other institutions may be permitted with the approval of the competent authority.

❖ Adjunct Faculty members shall not act as Research Supervisors and can only act as co-supervisors.

(2) In case of interdisciplinary/multidisciplinary research work, if required, a Co-Supervisor from outside the Department/ School/ Centre/ College/ University may be appointed.

(3) An eligible Professor/Associate Professor/Assistant Professor can guide up to eight (8) / six (6) / four (4) Ph.D. scholars, respectively, at any given time.

(4) In case of relocation of a female Ph.D. scholar due to marriage or otherwise, the research data shall be allowed to be transferred to the Higher Educational Institution to which the scholar intends to relocate, provided all the other conditions in these Regulations are followed, and the research work does not pertain to a project sanctioned to the parent Institution/Supervisor by any funding agency. Such scholar shall, however, give due credit to the parent institution and the supervisor for the part of research already undertaken.

(5) Faculty members with less than three years of service before superannuation shall not be allowed to take new research scholars under their supervision. However, such faculty members can continue to supervise Ph.D. scholars who are already registered until superannuation and as a co-supervisor after superannuation, but not after attaining the age of 70 years.

(6) A faculty member appointed as a Ph.D. supervisor is normally expected to be available to a research scholar in the University until the thesis Viva is held. However, under unavoidable circumstances, such as long leave of more than 12 months; resignation; retirement; or death; a supervisor may not be available to the scholar. In such special cases, appointment of supervisor(s) will be regulated as under:

(a) **A supervisor proceeding on long leave of more than 12 months**

    i. Where co supervisor exists, the supervisor proceeding on long leave for more than 12 months can continue to be a co supervisor provided the RAC is convinced of effective supervision by the co -supervisor.

ii. Where a co-Supervisor does not exist, a co-supervisor may be appointed by the RAC with the approval of RDC in cases where a student has not yet submitted his synopsis.

iii. Provided, if the synopsis of the thesis has been submitted before the supervisor proceeds on leave, he will continue to be the supervisor and only a caretaker research supervisor will be appointed.

iv. Further, if a major revision becomes necessary, and the sole supervisor is on leave, he should be asked to specifically state whether he would effectively help the student carrying out the major revisions within a reasonable time. In case the sole supervisor expresses his inability due to one reason or the other, the caretaker supervisor, if he provides the required help in carrying out the major revision, will automatically be treated as co-Supervisor of that scholar.

v. Provided further, if a supervisor proceeds on leave for a period less than 12 months initially, but later extends his leave beyond 12 months, the above procedure will be followed.

(b) A Supervisor retires.
A faculty member who is due to retire within the next two years can be appointed as a co-supervisor and can continue to be the co Supervisor even after his retirement provided the RAC is convinced of his availability/continued guidance to the student. In other cases, a faculty member on retirement may continue as

i. A supervisor, if reemployed or appointed Emeritus Fellow;

ii. A co-supervisor, if the synopsis of the thesis has been submitted. Appointment of another supervisor, if necessary, will be as per a(i); and caretaker Supervisor as per a(ii).

(c) A Supervisor resigns
A new Supervisor will be appointed, if necessary, as per a(i), and a caretaker supervisor as per a (ii).

(d) A Supervisor dies
A new Supervisor will be appointed, if necessary, on the recommendation of RAC.

(e) Change of Supervisor(s) under exceptional circumstances shall be permitted on recommendation of the RAC with the consent of (i) the student, (ii) the present Supervisor(s), and (iii) the proposed supervisor(s).

(f) If the research program and/or area of the work require modification due to this change, the student's entire course program requirement shall be examined by

the RAC. If there is change in the research program and/or area of the work, the registration date may be revised, if found necessary.

7. **Admission of International students in Ph.D. programme**.-

   (1) Each supervisor can guide up to two international research scholars on a supernumerary basis over and above the permitted number of Ph.D. scholars as specified in clause 6.3 above.

   (2) The HEIs may decide their own selection procedure for Ph.D. admission of international students keeping in view the guidelines/norms in this regard issued by statutory/regulatory bodies concerned from time to time.

8. **At any point,** the total number of Ph.D. scholars under a faculty member, either as a supervisor or a co-supervisor, shall not exceed the number prescribed in clause 6.3 and clause 7.1.

9. **Course Work.- Credit requirements, number, duration, syllabus, minimum standards for completion, etc.**

   (1) The Credit requirement for the Ph.D. coursework is a minimum of 12 credits, including a "Research and Publication Ethics" course as notified by UGC vide D.O. No. F.1-1/2018 (Journal/CARE) in 2019 and a research methodology course. The Research Advisory Committee can also recommend UGC recognized online courses as part of the credit requirements for the Ph.D. programme.

S. NO.	NAME OF PAPER	CREDITS
1	Research Methodology	4
2	New Trends in Mass Media	4
3	Research and Publication Ethics	2
4	Elective Course as per Topic	4
	1. Advance Communication Theories and Research	
	2. Traditional Media, Development and Social Change	
	3. Literature Review	
5	Seminar/Vive Voce /Research Proposal	2

   (2) All Ph.D. scholars, irrespective of discipline, shall be required to train in teaching /education/pedagogy/writing related to their chosen Ph.D. subject during their doctoral period. Ph.D. scholars may also be assigned 4-6 hours per week of teaching/research assistantship for conducting tutorial or laboratory work and evaluations.

   (3) A Ph.D. scholar must obtain a minimum of 55% marks or its equivalent grade in the UGC 10-point scale in the course work to be eligible to continue in the programme and submit his or her thesis.

10. **RDC (Research Degree Committee of University)** shall ensure uniform Implementation of the Ordinance and provide advice on procedural and related matters. The composition of RDC shall include the following.

VC	**(Chairperson)**
Dean	**(Member)**
Head of the Department	**(Member)**
Two Professors other than Supervisors	**(Member)**
Supervisor(s) or co-supervisors	**(Member(s))**
Head Ph.D.	Member Secretary

Functions of Research Degree Committee:-

The Committee shall–

1) Suggest measures to create links and develop specific schemes of inter-university and University interaction with industry, agriculture, banks, commerce and community etc.;

2) Prepare University perspective development plans, both short-term and long-term, keeping in view the objectives of the University provided in this Act, and with due regard to the State and National Educational, requirement;

3) Recommend to the Executive Council the research and development and collaborative programmes for the University;

4) Monitor and report the progress of all such approved research and development and collaborative programmes to the Chancellor once a year;

5) Evaluate and assess the use of research and development grants by University, and submit the report to the Executive Council;

6) Shall approve Research Advisory Committee (RAC) for Ph.D.'s as recommended by various academic departments/center/units of University;

7) Organize research and development audit and prepare report thereof for University and also to maintain research and development data of University on session basis according to the provisions of the Statutes, and make necessary recommendations to the Academic Council/Executive Council, as applicable, for implementation;

8) Scrutinize the applications received for Patents and IPRs received from teachers and students of University.

9) The supervisors and Co-Supervisors will be approved by RDC on the recommendations of RAC.

11. **Research Advisory Committee and its Functions.-**

(1) Here shall be a Research Advisory Committee or an equivalent body as defined in the Statutes/Ordinances of the University concerned for each Ph.D. scholar. The Research

Supervisor of the Ph.D. scholar concerned shall be the Convener of this committee, and this committee shall have the following responsibilities:

  i.   To review the research proposal and finalize the topic of research.

  ii.   To guide the Ph.D. scholar in developing the study design and methodology of research and identify the course(s) that he/she may have to do.

  iii.   To periodically review and assist in the progress of the research work of the Ph.D. scholar.

(2)   Each semester, a Ph.D. scholar shall appear before the Research Advisory Committee to make a presentation and submit a brief report on the progress of his/her work for evaluation and further guidance. The Research Advisory Committee shall submit its recommendations along with a copy of Ph.D. scholar's progress report to the Higher Educational Institution concerned. A copy of such recommendations shall also be provided to the Ph.D. scholar.

(3)   In case the progress of the Ph.D. scholar is unsatisfactory, the Research Advisory Committee shall record the reasons for the same and suggest corrective measures. If the Ph.D. scholar fails to implement these corrective measures, the Research Advisory Committee may recommend, with specific reasons, the cancellation of the registration of the Ph.D. scholar from the Ph.D. programme.

12.   Evaluation and Assessment Methods, minimum standards/credits for award of the degree, etc.-

(1)   Upon satisfactory completion of course work and obtaining the marks/grade prescribed in clause (3) of Regulation 9 above, the Ph.D. scholar shall be required to undertake research work and produce a draft dissertation/thesis.

(2)   Before submitting the draft dissertation/ thesis, the Ph.D. scholar shall make a presentation before the Research Advisory Committee of the Higher Educational Institution concerned, which shall also be open to all faculty members and other research scholars/students.

(3)   The Higher Educational Institution concerned shall have a mechanism using well-developed software applications to detect Plagiarism in research work and the research integrity shall be an integral part of all the research activities leading to the award of a Ph.D. degree.

(4)   A Ph.D. scholar shall submit the thesis for evaluation, along with (a) an undertaking from the Ph.D. scholar that there is no plagiarism and (b) a certificate from the Research Supervisor attesting to the originality of the thesis and that the thesis has not been submitted for the award of any other degree/diploma to any other Higher Educational Institution.

(5) The Ph.D. thesis submitted by a Ph.D. scholar shall be evaluated by his/her Research Supervisor and at least two external examiners who are experts in the field and not in employment of the Higher Educational Institution concerned. Such examiner(s) should be academics with a good record of scholarly publications in the field. Wherever possible, one of the external examiners should be chosen from outside India. The viva-voce board shall consist of the Research Supervisor and at least one of the two external examiners and may be conducted online. The viva-voce shall be open to the members of the Research Advisory Committee/faculty members/research scholars, and students. Higher Educational Institutions may formulate appropriate rules/ordinances to effect the provisions of these Regulations.

(6) The viva-voce of the Ph.D. scholar to defend the thesis shall be conducted if both the external examiners recommend acceptance of the thesis after incorporating any corrections suggested by them. If one of the external examiners recommends rejection, the Higher Educational Institution concerned shall send the thesis to an alternate external examiner from the approved panel of examiners, and the viva-voce examination shall be held only if the alternate examiner recommends acceptance of the thesis. If the alternate examiner does not recommend acceptance of the thesis, the thesis shall be rejected, and the Ph.D. scholar shall be declared ineligible for the award of a Ph.D.

(7) The Higher Educational Institution concerned shall complete the entire process of evaluating a Ph. D. thesis, including the declaration of the viva-voce result, within a period of six (6) months from the date of submission of the thesis.

13. **Academic, research, administrative, and infrastructure requirements to be fulfilled by Colleges for getting recognition for offering Ph.D. programmes.-**

(1) Post-graduate Colleges offering 4-year Undergraduate Programmes and/or Post-graduate Programmes, may offer Ph.D. programmes, provided they satisfy the availability of eligible Research Supervisors, required infrastructure, and supporting administrative and research facilities as per these Regulations.

(2) Colleges and research institutions established by the central government or a State government whose degrees are awarded by Higher Educational Institutions shall offer Ph.D. programmes provided they have:

i. At least two faculty members in a college or two Ph.D.-qualified scientists in the research institution.

ii. Adequate infrastructure, administrative support, research facilities and library resources as specified by the HEI.

14. **Ph.D. through Part-time Mode-**

(1) Ph.D. programmes through part-time mode will be permitted, provided all the conditions stipulated in these Regulations are fulfilled.

(2) The University shall obtain a "No Objection Certificate" through the candidate for a part-time Ph.D. programme from the appropriate authority in the organization where the candidate is employed, clearly stating that:

    i. The candidate is permitted to pursue studies on a part-time basis.

    ii. His/her official duties permit him/her to devote sufficient time for research.

    ii. If required, he/she will be relieved from the duty to complete the course work.

(3) Notwithstanding anything contained in these Regulations or any other law, for the time being in force, no University or research institution of the Central government or a State Government shall conduct Ph.D. programmes through distance and/or online mode.

(4) The applicant is required to reside at the institute for a period till he/she is admitted for candidacy (This condition of minimum residency period will be automatically waived for candidates who are working in IIMT University or in organizations/institutions located within a distance of 100 KM from the university).

(5) (Transfer from Full time to Part-time will be approved by the RDC based on the subjects) (A full-time scholar may be allowed by RDC to convert his registration into part-time registration only after completion of at least 2 years.

(6) The part-time mode will be approved by the RDC based on the nature of the subjects (non-experimental).

15. **Grant of M.Phil. Degree.-** Higher Educational Institutions shall not offer the M.Phil. (Master of Philosophy) programme.

16. **Issuing a Provisional certificate.-** Prior to the actual award of the Ph.D. degree, the degree-awarding Higher Educational Institution shall issue a provisional certificate to the effect that the Ph.D. is being awarded in accordance with the provisions of these Regulations.

17. **Award of Ph.D. degrees prior to Notification of these Regulations.-** Award of degrees to candidates registered for the Ph.D. programme on or after July 11, 2009, till the date of Notification of these Regulations shall be governed by the provisions of the UGC (Minimum Standards and Procedure for Award of M.Phil./Ph.D. Degree) Regulations, 2009 or the UGC (Minimum Standards and Procedure for Award of M.Phil./Ph.D. Degrees) Regulations, 2016 as the case may be. Further, the award of degrees to candidates already registered and pursuing Ph.D. shall be governed by these Regulations or UGC (Minimum Standards and Procedure for Award of M.Phil./Ph.D. Degree) Regulations, 2016. Nothing in these Regulations shall impact the M.Phil. degree programmes commencing prior to the enactment of these Regulations.

18. **Depository with INFLIBNET.-** Following the successful completion of the evaluation process and before the announcement of the award of the Ph.D. degree(s), the Higher

Educational Institution concerned shall submit an electronic copy of the Ph.D. thesis to INFLIBNET, for hosting the same so as to make it accessible to all the Higher Educational Institutions and research institutions.

NOTE: - Although all the facts have been included and discussed in the ordinance, if any point is not covered, it will be subject to RDC jurisdiction and its decision will be the final.

Evaluation Scheme

Ph.D. Course Work- Evaluation Scheme
Journalism and Mass Communication

S.No	Subject Code	Subject Name	Course Category	Periods			Evaluation Scheme			Credits
				L	T	P	IA	EA	Total	
1	PHJM-111	Research Methodology	Core	4	0	0	30	70	100	4
2	PHJM-114	New Trends in Mass Media	Core	4	0	0	30	70	100	4
3	PHJM-112	Research and Publication Ethics	Core	2	0	0	15	35	50	2
4	PHJM-113	Advance Communication Theories and Research	Elective	4	0	0	30	70	100	4
5	PHJM-115	Traditional Media, Development and Social Change	Elective							
6	PHJM-117	Literature Review	Elective							
7	PHJM-116P	Seminar/Vive Voce	SEC	0	0	4	50	0	50	2
		TOTAL					**155**	**245**	**400**	**16**

Format-3

IIMTU-NEP IMPLEMENTATION
Syllabus of Pre-Ph.D Course Work

Programme: Pre- Ph.D Course Work	Pre-Ph.D Course Work
Credits : 4 **Theory : 4** **Practical : 0**	**Subject: RESEARCH METHODOLOGY**
Course Code: **PHJM-111**	**Title: RESEARCH METHODOLOGY**
Course Objectives: On completion of the course research scholar should be able: 1. To define and explain the process of communication research. 2. To acquire the skills to conduct media research by making use of any of the research methods. 3. To know the structure and its various types of research design 4. To write report after analysis and interpretation of data. 5. To develop research skills as a research scholar.	
Nature of Paper: Core	
Minimum Passing Marks/Credits: 40% Marks / 4 Credits	
L:4 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)\	

Unit	Contents	No. of Lectures Allotted
I	**Introduction to Research** Types of Research: Pure Research and Applied Research, Action Research, Ex Post Facto Research, Experimental Research, Survey Research, Content Analysis, Longitudinal Studies, Panel Studies, Case Studies, Formative and Summative Research. Variables-Dependent, Independent and Intervening Levels of Measurement-Nominal, Ordinal, Interval and Ratio: Discrete and Continuous Variables	10-12
II	**Communication Research** Introduction to Communication Research: Development of Communication Research. Nature and Scope of Communication Research. Characteristics of Communication Research: Concepts and Constructs Areas of Media Research: Source Analysis, Channel Analysis, Message Analysis, Audience Analysis, Feedback Analysis.	10-12
III	**Sampling** Probability Sampling Methods - Simple Random Sampling, Stratified Random Sampling, Cluster Sampling, Systematic Sampling Non-Probability Sampling Methods - Quota Sampling, Convenience	10-12

		Sampling. Purposive Sampling; Snowball Sampling. Sampling Methods: - Sample Size; Sampling Error	
IV		**Research Design** Research Design: Formulating Research Problem; Literature Review Objectives/Research Questions and Hypotheses Developing Data Collection Tools-Questionnaires, Interview Schedules Etc Scales-Likert, Thurstone And Semantic Differential Scales. Validity and Reliability; Data Coding and Analysis. Basic Statistical Procedures: Non Parametric Statistics-Chi-Square; Contingency Table, Parametric Statistics - The T-Test, ANOVA, MANOVA; Spearman and Pearson Correlation, Introduction to Computerized Statistical Packages. SPSS Etc.	10-12
V		**Research Writing & Publication** Synopsis Writing, Research Writing and Publication: Writing Research Reports/Thesis Reference/Citation Styles/Bibliography Summary, Pilot Study writing, Communication Research Journals Academic Publishing Procedures, Peer Review, Post Publication Review, ISSN, ISBN. Bibliometrics: Impact Factor, H-Index and Other Systems. Current Trends in Social Science Research.	10-12

Reference / Text Books:

- Kumar, Keval J. Mass Communication in India. Jaico. Mumbai
- Mishra, Krishan Bihari. Hindi Patrakarita. Lokbharti Prakashan. Allahabad
- Tiwari, Arjun. Adhunik Patrakarita. Vishvidiyalaya Prakashan, Varanasi.
- Thakur. Kiran. Handbook of Print Journalism. MCU Publication, Bhopal.
- Nigam. B S . Soochna, sampreshan Evam Samaj. MP Hindi granth academy, Bhopal
- Natrajan,J. History of Indian Journalism. Publications Division. New Delhi
- Jeffrey ,Robin. India's newspaper revolultion. Oxfor University Press. Delhi
- Dennis, MCquail. Mass Communication Theory.Sage. New Delhi
- Agee,Warren K and Ault Philip H. Introduction to Mass Communication. Oxford. New Delhi
- C.R. Kothari, Research Methodology : Methods And Techniques
- C.R. Kothari, Shodh Paddhati (Research Methodology):Methods and Techniques
- Ram Ahuja, SAMAJIK SARVEKSHAN AIVAM ANUSANDHAN – Social Survey and Research

If the course is available as Generic Elective then the research students of following departments may opt it. NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	
3) Assignments	10
4) Research Project Report	10
Seminar On Research Project Report	
5) ESE	70

	Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:

CO1. Scholar will be able to define and explain the process of communication research.

CO2. Scholar will acquire the skills to conduct media research by making use of any of the research methods.

CO3. Scholar will know the structure and its various types of research design.

CO4. Scholar will be able to write report after analysis and interpretation of data.

CO5. Scholar will develop research skills as a research scholar.

IIMTU-NEP IMPLEMENTATION
Syllabus of Pre-Ph.D Course Work

Programme: Pre- Ph.D Course Work	Pre-Ph.D Course Work
Credits : 4 Theory : 4 Practical : 0	Subject: NEW TRENDS IN MASS MEDIA
Course Code: PHJM-114	Title: NEW TRENDS IN MASS MEDIA
Course Objectives: On completion of the course research Scholar should be able: 1. To have the understanding to define new trends in mass media. 2. To know about various new trends in mass media. 3. To describe online communication, globalization and new media. 4. To have knowledge about research laws and ethics. 5. To have the understanding of new concepts and trends of media technology.	
Nature of Paper: Core	
Minimum Passing Marks/Credits: 40% Marks / 4 Credits	
L:4 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)	

Unit	Contents	No. of Lectures Allotted
I	**Online Communication** Online Communication, Meaning and Definition Features of Online Communication Advocacy Journalism, Webcasting, Drone Journalism, Gonzo Journalism, Sensor Journalism, Tabloid Journalism Innovative Practices in Journalism Growing Demands for Social Media in Chatbot Communication.	8-12
II	**New Media** Integration of New Media, Digital Media and Communication. New Media Cyber Space and Cyber Culture, Digital Divide Information Society, New World Information Order and E-Governance Media Convergence, Need, Nature and Future Mobile Technology, OTT Platforms, Social Media & Web 2.0 Etc	8-12
III	**Laws And Ethics** Traditional Vs Online Journalism, News Consumption, Presentation and Uses Cyber Crime & Security Laws & Ethics in New Communication Era Laws Concerning Intellectual Property Rights	8-12

		IT Act-2020 (revised)	
IV	**Globalization** Concept of Globalization, Communication and Changes Changing World and Communication- Emerging Trends, Crowd Sourcing New Challenges of Globalization for Journalism Globalization: Propagandas, Publicity, Advertising Global Environment and Mass Media Global Media and Ethics	8-12
V	**Current Trends in Mass Media Technologies** Artificial Intelligence and Virtual Reality Media Literacy Social Media and Privacy Pros & Cons of Google Analytical Search Engine Optimization (SEO) , SEM, Keywords, Viral Marketing, E-Mail Marketing, ZMOT, Podcast, MOJO Impact of ICT in Communication Peace Journalism, Pandemic Reporting	8-12

Reference / Text Books:

- Barker, M. S., Barker, D., Bormann, N. F., & Neher, K. (2013). Social Media Marketing: A Strategic Approach. Mason, OH: South-Western Cengage Learning.
- Charlesworth, A. (2014). An introduction to social media marketing. London: Routledge.
- Parkin, G. (2009). Digital Marketing: Strategies for Online Success. London: New Holland.
- Qualman, E. (2009). Socialnomics: How Social Media Transforms the way we Live and do Business. Hoboken, New Jersey's: Wiley.
- New Media, Deepika Varma, A R Publication
- Internet Patrakarita – Suresh Kumar D.D. Basu : Press Law in India
- Ambrish Saxena : Freedom of Press and Right to Information in India, Kanishka Publication, New Delhi
- Guha Thakurta, Paranjoy : Media Ethics, Oxford University Press, New Delhi
- Barua, Vidisha : Press & Media Law Manual, Universal Law Publishing Co. New Delhi
- Venkateshwaran, K S : Mass Media Laws and Regulations in India, Asian Mass

If the course is available as Generic Elective then the research students of following departments may opt it. NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	10
5) ESE	70
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:

CO1. Scholar will be able to explain the new trends in mass media.

CO2. Scholar will able to conceptualize various new trends in mass media.

CO3. Scholar able to discuss online communication, globalization and new media.

CO4. Scholar will have knowledge about laws and ethics in research.

CO5. Scholar will understand new concepts and trends of media.

IIMTU-NEP IMPLEMENTATION
Syllabus of Pre-Ph.D Course Work

Programme: Pre- Ph.D Course Work	Pre-Ph.D Course Work
Credits : 2 Theory : 2 Practical : 0	Subject: RESEARCH AND PUBLICATION ETHICS
Course Code: PHJM-112	Title: RESEARCH AND PUBLICATION ETHICS

Course Objectives: On completion of the course research Scholar should be able:
1. To define and explain the process of media research ethics.
2. To conduct media research by making use of research ethics.
3. To gain a better understanding of the ethics in research
4. To enable the student to analyze value of research ethics in conducting research in physical education.
5. To demonstrate and apply basic principles of ethics to research.

Nature of Paper: Core

Minimum Passing Marks/Credits: 40% Marks / 2 Credits

L:2
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	**Philosophy and Ethics** Introduction to Philosophy: Definition, Nature and Scope, Concept and Branches, Ethics: Definition, Moral Philosophy Nature of Moral Judgments and Reactions	8-12
II	**Scientific Conduct** Ethics With Respect to Science and Research Intellectual Honesty and Research Integrity. Scientific Misconduct: Falsification, Fabrication, and Plagiarism Redundant Publication: Duplicate and Overlapping Publications Salami Slicing, Selective Reporting and Misrepresentation Of Data.	8-12
III	**Publication Ethics** Publication Ethics: Definition, Introduction and Importance. Best Practices/ Standard Settings Initiatives and Guidelines: COPE, WAME Etc. Publication Misconducts: Definitions, Concepts, Problem That Lead to Unethical Behavior and Vice-Versa Types. Violation of Publication Ethics, Authorship and Contributions.	8-12

		Identification of Publication Misconduct, Complaints and Appeals, Predatory Publishers and Journals.	
IV	**PRACTICE:** **Open Access Publishing** Open Access Publications and Initiatives, SHERPA/Romeo Online Resource to Check Publisher Copyright and Self-Archiving Policies. Software Tool to Identify Predatory Publications Developed by SPPU. Journal Finder/Journal Suggestion Tools Viz. JANE, Elsevier Journal Finder and Springer Journal Suggested	8-12
V	**Publication Misconduct** Group Discussion: Subject Special Ethical Issues, FFP, Authorship, Conflicts of Interest, Complain and Appeals: Examples of Fraud From India and Abroad. Software Tool: Use of Plagiarism Software Like TRINITIN, URKAND and Other Open Source Software Tools	8-12
VI	**Database and Research Matrices** Database: Indexing Databases, Citation Databases: Web of Science, Scopus Etc. Research Metrics: Impact Factor of Journal As Per Journal Citation Report, SNIP. SJR, IIP, Cite Score. Metrics: H-Index, G-Index, I10 Index, Altimetrics.	8-12

Reference / Text Books:

- Bird, A. (2006). Philosophy of Science. Routledge. MacIntyre, Alasdair (1967) A Short History of Ethics. London. P. Chaddah, (2018) Ethics in Competitive Research: Do not get scooped; do not get plagiarized, ISBN:978-9387480865
- National Academy of Sciences, National Academy of Engineering and Institute of Medicine. (2009). On Being a Scientist: A Guide to Responsible Conduct in Research: Third Edition. National Academies Press.
- Resnik, D. B. (2011). What is ethics in research & why is it important. National Institute of Environmental Health Sciences, 1-10. Retrieved from https://www.niehs.nih.gov/research/resources/bioethics/whatis/index.cfm Beall, J. (2012). Predatory publishers are corrupting open access. Nature, 489(7415), 179-179.
- https://doi.org/10.1038/489179a Indian National Science Academy (INSA), Ethics in Science Education, Research and Governance(2019), ISBN:978-81-939482-1-7.
- http://www.insaindia.res.in/pdf/Ethics Book.pdf

If the course is available as Generic Elective then the research students of following departments may opt it. NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Seasonal Examination	5
2) Presentations /Seminar	
3) Assignments	5
4) Research Project Report	5
Seminar On Research Project Report	
5) ESE	35

	Total:	50

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:

CO1. Scholars will be able to explain the process of media research ethics.
CO2. Scholars will have knowledge to conduct media research by making use of any of the research ethics.
CO3. Scholars will have a better understanding of the ethics in research
CO4. Scholars will be enabling to analyze value of research ethics in conducting research in physical education.
CO5. Scholar can apply basic principles and ethics to research.

IIMTU-NEP IMPLEMENTATION
Syllabus of Pre-Ph.D Course Work

Programme: Pre- Ph.D Course Work	Pre-Ph.D Course Work
Credits : 4 Theory : 4 Practical : 0	Subject: ADVANCE COMMUNICATION THEORIES AND RESEARCH
Course Code: PHJM-113	Title: ADVANCE COMMUNICATION THEORIES AND RESEARCH
**Course Objectives:** On completion of the course research Scholar should be able: 1. To be able to define Communication Research 2. To have the understanding of Communication Research and its process. 3. To have deep insight on communication theories. 4. To have the knowledge of Research methodology for Communication. 5. To know about the research writing such as proposals, synopsis, thesis.
**Nature of Paper:** Elective
**Minimum Passing Marks/Credits: 40% Marks / 4 Credits**
L: 4 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	**Introduction to Communication & Research** Concept of Communication, Context in Communication, Sources and Methods of Acquiring Knowledge Perception of The World, Western and Greek (Christian), Varied Eastern Concepts (Hindu, Islamic, Buddhist, Others) Retention of Information: Comparison Between Eastern and Western Concepts. Ancient Indian Communication System Aristotle Logics, Perception Social, Economic, Cultural, Technological and Political, Development of Communication Research Evolution of Communication Research in Global Perspective Communication Research in India	8-12
II	**Communication Theories** Theories in Learning – Perception, Persuasion, Attitude and Public Opinion Formation and Change Dissonance Effects of Mass Communication Theories in Communication: Bharatmuni's Natyshashtra, Sadharanikarn, Normative Theories Bullet Theory; Limited Effects	8-12

	Theory, Uses and Gratifications, Agenda Setting, Cultivation Theory; Diffusion of Innovations Theory, Gerber, Jacobson New Approaches to Communication Theory –Dominant Paradigm, The Paradigm Shift. The relevance of philosophy in communication research Models: Aristotle, Shannon and Weaver and Lasswell's Model, Braddock's Model (1958), Schramm &Amp; Osgood's Model (1954) Newcomb's Model (1953) Berlo's Model (1960) Dance's Model (1967),Spiral of Silence Model (1974), Convergence Model (1981),	
III	**Scope of Research in Communication** Research in Communication: Content, Readership and Coverage Media Framing and Priming, Audience Research: Print, Radio, Television & Digital Media, Advertising , Public Relations, Corporate Communication, Political Public Relations Socio-Political Impact of The Internet Production , Audience Uses of Media, Studying Media Use Among Different Social Groups, Media Socialization and Group Identity Effect of Media Research on Society, Media and Violence, Media and Sexual Behaviour Research on Television Ratings, Advertising Research, Public Relations Research, New Media Research Research in Traditional Folk and Alternative Media Ethical Issues in Media Research Media Research as a Tool of Reporting	8-12
IV	**Media Research Process** Identification of Research Problem, Setting Research Objectives, Formulation of Hypothesis Review of Literature, Deciding Research Design, Features of a Good Research Design Data Collection, Data Analysis, Finding Results, Inference and Outcomes, Suggestion For Further Research Importance and Significance of Reference and Bibliography in Research Ethical Issues in Research: Plagiarism Role of Media Researcher	8-12

Reference / Text Books:
- Mass-Communication in India: Kevel J. Kumar: Jaico Mumbai
- Mass-Communication Theory-An Introduction: Denis McQuail: Sage Delhi
- Bharat Me Sanchar Aur Jansanchar: J.V.Vilanilam: M.P. Hindi Granth Academy Bhopal
- Mass-Communication: Concepts and Issues: D.V.R Murthy: Olive green: Kochi
- Mass-, Culture, Language and Arts in India: Mahadev L.Apte: Popular Prakashan Mumbai
- Towards Sociology of Mass-Communication: Denis Mc Quail: Collier –Macmillan
- Hand Book of Journalism & Mass Communications by V.S. Gupta, Vir Bala Aggarwal, Concept Publishers, New Delhi.

- Social Research and statistics : R. N.Mukherjee, Vivek Prakashan, New Delhi.
- Mass Communication : Research and Analysis, Saunders Simon R. Et Al.

If the course is available as Generic Elective then the research students of following departments may opt it. NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	
3) Assignments	10
4) Research Project Report	10
Seminar On Research Project Report	
5) ESE	70
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1. Scholars will be able to define Communication Research.
CO2. Scholars will have the understanding of Communication Research and its process.
CO3. Scholars will have deep insight on communication theories.
CO4. Scholars will have the knowledge of Research methodology for Communication.
CO5. Scholars will be writing such as proposals, synopsis and thesis for their research.

IIMTU-NEP IMPLEMENTATION
Syllabus of Pre-Ph.D Course Work

Programme: Pre- Ph.D Course Work	Pre-Ph.D Course Work
Credits : 4 Theory : 4 Practical : 0	Subject: TRADITIONAL MEDIA, DEVELOPMENT AND SOCIAL CHANGE
Course Code: PHJM-115	Title: TRADITIONAL MEDIA, DEVELOPMENT AND SOCIAL CHANGE

Course Objectives: On completion of the course research Scholar should be able:
1. To define and explain the use of traditional media.
2. To learn interrelation of traditional media, development and social change.
3. To know the various form of societies, their culture, and values.
4. To have an understanding on critical differentiation on traditional media v/s digital media and their inter relation.
5. To develop the sense of social welfare.

Nature of Paper: Elective

Minimum Passing Marks/Credits: 40% Marks / 4 Credits

L: 4
T:
P: (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Contents	No. of Lectures Allotted
I	**Society and Culture** Culture: Definition, Influence and Factor Affecting Culture Evolution of Human Society, Concept of Tribe, Caste & Family, Social and Cultural History Traditional Society and Traditional Image	8-12
II	**Traditional Media** Traditional Media: Introduction, Characteristics and Advantages, Traditional Folk Variety in India, Traditional Media Forms in India: Folk, Print, Radio, Television Folk Theatre: Characteristics and Advantages, Major Project of Traditional Media: Theatre, Music & Dance.	8-12
III	**Case Studies** Traditional Media and Digital Media Case Studies Traditional Content in Commercial Cinema Traditional Modes of Advertising Relevance of Traditional Advertising in The Digital Age Issues in traditional media, sociological approach in traditional media	8-12
IV	**Development & Social Change** Development Communication, Media and Peace Building	8-12

	Traditional Media & Social, Economic and Political Awareness Limitations of Traditional Folk Media, Relevance of Folk Media in 21st Century Social Changes in India: Cultural, Structural, Educational & Evolutionary. Traditional Media for Rural Developments The Role of Traditional Media in Social Communication	

Reference / Text Books:

- Kumar, Keval J. Mass Communication in India
- Indian Society and Culture: Continuity and Change By N. Hasnain Hammond, Peter. 1971.
- An Introduction to Cultural and Social Anthropology. New York: The McMillan Company. Keesing, Roger M. 1981. Cultural Anthropology. New York: Holt, Rinehart and Winston. Kottak, Conrad P. 2002. Anthrop
- Angelloni, Elvio. 1998. 'Anthropology'. Annual Additions. Slvice Dock: Dushkin/ McGraw-Hill. Bodley, J.H. 1994. Cultural Anthropology: Tribes, States and the Global System. New York: McGraw-Hill Higher Education. Ferraro, Gary P. 1992. Cultural Anthropology: An Applied Perspective. St. Paul, New York: West Publishing Company. Harris, M. 1975. Knopf. Howard, Michael C and Janet D.H. 1992. Anthropology: Understanding Human Adaptation. New York: Harper Collins.
- Kluckhohn and Kelly. 1945. 'The Concept of Culture'. In The Science of Man in the World Crisis, Ralph Linton ed. New York: Columbia University Press.
- Maclver, R. M. 1931. Traditional forms of mass media in Maharashtra, Mass Culture Language And Art in India, Popular Prakashan private Ltd., Bombay
- Dale, Edgar and Haboan (1963). Audio-visual methods in teaching (IIIrd Ed.).
  The Dryden press Inc. Desai, A.R. (1969). Rural Sociology in India, Bombay Popular Prakashan Saxena, R.P. (1993). Rural communication problems and perspectives. Communicator Zaidi (1975).
  Discussion Extracts on Use of Traditional Media for Publicity. Readings in Traditional Media, Vol. I, Indian Institute of Mass Communication (IIMC), New Delhi.

If the course is available as Generic Elective then the research students of following departments may opt it. NOT APPLICABLE

Evaluation/Assessment Methodology

	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	
3) Assignments	10
4) Research Project Report Seminar On Research Project Report	10
5) ESE	70
Total:	100

Prerequisites for the course: Command over Hindi and English
Course Learning Outcomes: On completion of this course: CO1.   Scholars will have knowledge of concepts and the use of traditional media. CO2.   Scholar will know interrelation of traditional media, development and social change. CO3.   Scholars will have knowledge of various forms of societies, their culture, and values. CO4.   Scholars will have understanding on critical differentiation on traditional media v/s digital media and their inter relation. CO5.   Scholars would have the sense of social change.

IIMTU-NEP IMPLEMENTATION
Syllabus of Pre-Ph.D Course Work

Programme: Pre- Ph.D Course Work	Pre-Ph.D Course Work
Credits : 4 Theory : 4 Practical : 0	Subject: LITERATURE REVIEW
Course Code: PHJM-117	Title: LITERATURE REVIEW
Course Objectives: On completion of the course research scholar should be able: 1. To understand the importance of literature review in research. 2. To develop the aptitude for research. 3. To get deep insight on the literature analysis. 4. To develop the skills of planning and organizing literature review. 5. To learn effective writing and concise summaries of selected literature.	
Nature of Paper: Elective	
Minimum Passing Marks/Credits: 40% Marks / 4 Credits	
L:4 T: P: (In Hours/Week) Theory - 1 Hr. = 1 Credit Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)	

Unit	Contents	No. of Lectures Allotted
I	**Introduction to Literature Review** Definition and purpose of the review of literature in research, Understanding the importance of literature review, Define and differentiate the primary, secondary sources and tertiary, Techniques for searching and accessing relevant databases, libraries and online resources for literature review. Exploring various types of literature, such as articles, books, conference papers and dissertations, Ethical considerations in conducting a literature review	8-12
II	**Planning and Organizing Literature Review** Establishing the research question or objective of the literature review, Developing a conceptual framework or theoretical framework to guide the review, Evaluating the credibility and reliability of sources in journalism research. Creating a comprehensive search strategy Utilizing citation management tools to organize and track sources	8-12
III	**Analyzing and Evaluating Literature** Probability Developing skills to critically analyze and synthesize literature in journalism research.	8-12

		Identifying the main arguments, trends, key findings, existing literature themes, gaps and limitations of journalism research, Assessing the applicability and relevance of literature to the research topic or question.	
IV		**Writing the Literature Review** Structuring the literature review: introduction, body, and conclusion, Organizing the literature thematically, chronologically, or methodologically Integrating sources to support and contextualize arguments, Citing and referencing sources accurately using appropriate citation styles (e.g., APA, MLA). Strategies for effective writing and concise summaries of selected literature.	8-12

Reference / Text Books:
- The Literature Review: A Step-by-Step Guide for Students by Diana Ridley (Author) SAGE Publications Ltd; 1st edition 2008
- Writing Literature Reviews: A Guide for Students of the Social and Behavioral Sciences by Jose L. Galvan (Author), Melisa C. Galvan (Author) Routledge; 7th edition 2017
- Mishra, Krishan Bihari. Hindi Patrakarita. Lok bharti Prakashan. Allahabad
- Natrajan, J. History of Indian Journalism. Publications Division. New Delhi
- Jeffrey ,Robin. India's newspaper revolution. Oxfor University Press. Delhi
- Dennis, MCquail. Mass Communication Theory. Sage. New Delhi
- Ram Ahuja, SAMAJIK SARVEKSHAN AIVAM ANUSANDHAN – Social Survey and Research.

If the course is available as Generic Elective then the research students of following departments may opt it. NOT APPLICABLE

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination	10
2) Presentations /Seminar	10
3) Assignments/Research Project Report	10
4) Seminar On Research Project Report	
5) ESE	70
Total:	100

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:
CO1. Scholar will know the importance of literature review in research.
CO2. Scholar will have the attitude for research.
CO3. Scholar will be able to the literature analysis and using appropriate citation.
CO4. Scholar will develop the skills of planning and organizing literature review.
CO5. Scholar will well skilled in research writing and concise summaries of selected literature.

IIMTU-NEP IMPLEMENTATION
Syllabus of Pre-Ph.D Course Work

Programme: **Pre- Ph.D Course Work**	**Pre-Ph.D Course Work**
Credits : 2 **Theory : 0** **Practical : 2**	**Subject: SEMINAR/VIVE VOCE**
Course Code: **PHJM-116P**	**Title: SEMINAR/VIVE VOCE**

Course Objectives: On completion of the course research scholar should be able:
1. To present their research on public platform.
2. To develop the understanding of important of seminar, conferences and all public domain discussion.
3. To get experience of public presentation of own research.
4. To give the exposure of new trends of research to scholars.
5. To provide the opportunity of develop the network of subject experts and researchers.

Nature of Paper: SEC

Minimum Passing Marks/Credits: 40% Marks / 2 Credits

L:
T:
P: 4 (In Hours/Week)
Theory - 1 Hr. = 1 Credit
Practical- 2 Hrs.=1 Credit (4Hrs./Week=4Credits)

Unit	Oral/Seminars shall satisfy the following conditions:	No. of Lectures Allotted
A	Seminar in a semester shall be of 02 credits and every research students must deliver a seminar as a part of course requirement and beyond the minimum limit of credits for course requirement.	
B	Seminar shall be treated as a course for the purpose of registration and evaluation.	
C	Supervisor shall act as seminar coordinator and decide the topic of seminar in accordance with the area of research. supervisor shall arrange the seminar and forward the grade awarded by the DRC to the competent authority by the end of the semester.	
D	A Research student shall get credits for more than one Seminar during the entire Ph.D. Programme	
E	All research scholars are required to be adjudge for proficiency in English/Hindi while delivering seminar which is mandatory for everyone. The DRC will give its recommendation along with the result of seminar whether the candidate has qualified examination for proficiency in English/Hindi. In case, the candidate's proficiency in English/ Hindi is not found satisfactory, the candidate is required to do a course in communication skills.	

Reference / Text Books:	
NOT APPLICABLE	
If the course is available as Generic Elective then the research students of following departments may opt it. NOT APPLICABLE	

Evaluation/Assessment Methodology	
	Max. Marks
1) Class tasks/ Sessional Examination 2) Presentations /Seminar 3) Assignments 4) Research Project Report Seminar On Research Project Report 5) ESE	20 30
Total:	50

Prerequisites for the course: Command over Hindi and English

Course Learning Outcomes: On completion of this course:

CO1. Scholars would able to present their research on public platform.
CO2. Scholars will have the understanding of important of seminar, conferences and all public domain discussion.
CO3. Scholars will have experience of public presentation of own research.
CO4. Scholars will have wide exposure of new trends of research and subjects.
CO5. Scholars will have large network of subject experts and researchers.