

JOURNALISM & MASS COMMUNICATION

BA JOURNALISM & MASS COMMUNICATION

VISION

- To provide quality and meaningful media education that prepares Mass Communication and Journalism students to engage effectively with a rapidly changing society and evolving media technologies.
- To foster the development of responsible, ethical, and human-centered media communication practices among students.
- To sharpen content development skills and enhance technical understanding, enabling budding media professionals to contribute confidently to the ever-evolving media industry.

MISSION

- To achieve excellence in pedagogy and create awareness among students about freedom of speech, writing and expression, human rights, value education, media ethics, and evolving media trends through guidance from faculty, media professionals, and other stakeholders.
- To encourage students to actively engage with and understand the changing dynamics of media and related research fields.
- To promote creativity, innovation, and research in new-age media.

COURSE CO

Semester II

MDC1_Digital Designing

Course Objectives

- 1: to impart the basic knowledge of Designing in digital platform and the related avenues of this area.
- 2: to develop the student into skilful, competitive and responsible professional for designing world
- 3: to empower the students with the skill of a designer
- 4: to bring them up-to-date with the new developments in the various field of this course
- 5: Understand visual strategy and. problem solving within budgets, on time, professionally.

Unit I

The Changing Mass Media Audience and the Emergence of Social Media (Blogs, Facebook, Twitter, You Tube etc)

Unit II

Learning the usage of Software- adobe cloud cc (Photoshop, Illustrator, Indesign, Animate, Corel draw

Unit III

Use of MEDIA DESIGN for Digital PR, Marketing and Brand Promotions . Online Sponsorships and Brand Promotions " Case Studies of Brands that have used Digital Media to be successful using effective media designs"

Unit IV

Various New Media for Internal Communication (SNS, Intranet, Blogosphere, Portals, YouTube, Google Hangouts, Skype and Webcasts, Organization's Intranet etc)

Semester III

MDC2_Photography & Mobile as a tool of Journalism

Course Objective:

1. Demonstrate excellence in image-making techniques across analog, digital, still and motion media platforms
2. Able to utilize a variety of technology to achieve specific outcomes within their image-making
3. Able to problem solve in a wide variety of situations - to think on their feet 4. Awareness of the context of their images
4. Will have broad insight into the photography and image-making industry

5. Understand visual strategy and the variety of venues that use photographic images

Unit 1:

History of still and video AND DIGITAL photography and its use of A/V photography in Mass Media. Exposure Triangle, Rule of Third, Depth of Field, Different DSLR Modes

Unit 2:

Lighting, the different types of Lighting-Natural lighting–and Artificial Lighting The reflection of light recommended equipment for outdoor lighting Introduction to indoor lighting and Photographing.

Unit 3:

Types of Photography and Photojournalism, News Photography, Sports Photography, Nature photography, Portrait photography, Fashion photography and advertising photography The basics of photojournalism and importance of context in photojournalism. Camera Shots and Camera Angles

Unit 4:

Uses of mobile phones for print/TV/web/Radio. Practical assignments on Editing Photo editing software: Photoshop CC (Creative Cloud) Correcting imperfect images: Picture orientation, Cropping, Levels, Altering brightness and contrast, Red eye. Internship in media Houses

Semester IV

MDC3_ Storyboard Design

Course Objective:

CO 1: To introduce the fundamental concepts and principles of storyboarding, providing a foundational understanding of its role in visual storytelling.

CO 2: To develop proficiency in visual narrative and shot composition techniques, enabling students to effectively convey stories through images and sequences.

CO 3: To guide students in the practical application of storyboarding skills by providing hands-on experience in developing storyboards for various media formats.

CO 4: To explore advanced storyboarding techniques, including dynamic camera angles, pacing, and visual storytelling innovations, to enhance the narrative impact of visual sequences.

CO 5: To foster an understanding of collaboration and communication within the context of storyboarding, emphasizing the role of storyboard artists in the creative process.

Unit 1: Introduction to Storyboarding

Overview of Storyboarding and its purpose in visual storytelling
Understanding the elements of a storyboard: panels, shots, angles, and camera movement

Analyzing and dissecting existing storyboards in films and animations

Sketching and drawing basic storyboard panels with pencil and paper

Unit 2: Visual Narrative and Shot Composition

Understanding visual storytelling techniques and narrative structure

Composing shots for effective storytelling

Framing and camera angles in storyboarding

Creating shot sequences and transitions

Incorporating visual elements to enhance storytelling (e.g., perspective, lighting, props)

Unit 3: Developing a Storyboard

Creating a narrative and story structure for a storyboard

Building character and setting design for storyboards

Developing shot lists and storyboards for a short animation

Critiquing and refining storyboards through feedback and revision

Unit 4: Advanced Storyboarding Techniques

Creating dynamic camera movements and angles

Creating effective transitions between shots in a storyboard

Storyboarding for different genres: action, comedy, horror, etc.

Creating a storyboard animatic with sound and music

Semester III

NM_1 Digital Communication: ONLINE JOURNALISM

Course Outcomes:

1. Identify what is newsworthy from set of facts and organize a news story from those facts
2. Recognize basic news leads and employ basic news-gathering techniques of questioning, interviewing, and observation.
3. Determine and present messages with a specific intent of newsworthiness
4. Enable the ability to tell a story in inverted pyramid style and practice of establishing what facts are most important
5. Inculcate the knowledge to work in multiple story forms and be industry ready to tackle various challenges.

UNIT 1

What is news; How to write intro, different types of intro, inverted pyramid format of reporting; Sources; Qualities; Determinants of news; Importance of speed and accuracy in digital era;

UNIT 2

Format change for Digital reporting--General assignment reporting/ working on a beat - covering speeches, rallies and press conferences. Elements of general reporting-- sports, page three, business, conflict, disaster, elections.

UNIT 3

Form and format changes from print to digital. Investigative reporting, Art of interviewing, e-papers and reporting style. Importance of factoids, listicles, infographics and pictures in reporting, photography and videography as important criteria for reporting,

UNIT 4

Influencer news, social media journalism, blogs, vlogs and content generation for analytics, various elements of fact checking, propaganda, disinformation and astroturfing.

Semester IV

NM_2 Digital Communication: MOJO

Course Outcomes (COs)

1. Explain key news concepts, media theories, and contemporary challenges such as media trials, politicization of news, and fake news within evolving digital ecosystems.
2. Demonstrate effective digital news writing, visual thinking, and content creation skills suitable for new-age platforms including podcasts, YouTube, and citizen journalism.
3. Analyze and evaluate news credibility by applying fact-checking tools, verification techniques, and methods to distinguish genuine news from misinformation.
4. Produce professional-quality photographs, videos, and audio content using mobile devices, applying techniques of mobile journalism (MoJo) and basic editing tools.
5. Integrate creative, technical, and analytical competencies to practice next-generation reporting that aligns with the creator economy, glocal news perspectives, and emerging media trends.

UNIT-1

Concept and understanding of news; demand for analysis; moving away from clutter; niche media; understanding of media trial, gatekeeping and magic bullet theories, politicization of news; news as a palindromic format with advent of social media and fake news.

UNIT-2

Writing for digital, thinking visually, concept of citizen journalist, creator economy and battle of talents; understanding Podcasting and YouTube journalism, Journalism through pictures, Counter opinions and micro, macro and glocalization of news, Fake news— how to distinguish between fake and genuine news—factchecking methods

UNIT 3

Techniques for capturing professional-quality videos using mobile devices; Basics of video editing on mobile platforms; Exploring mobile photo editing apps and their functionalities; Handling and working with mobile gimbal; Recording high-quality audio interviews and voiceovers with mobile devices

Semester VI

NM_3 Digital Communication: CORPORATE COMMUNICATION

Course Outcomes (COs)

1. Explain the concepts, roles, and evolution of Public Relations and Corporate Communication, including distinctions from propaganda and disinformation in the digital era.
2. Analyze organizational communication structures, internal and external PR functions, and the integration of PR with marketing communication to support corporate identity, image, and vision.
3. Apply PR tools and media relations strategies—such as press releases, conferences, blogs, social media, podcasts, and influencer outreach—to design effective communication initiatives.
4. Develop PR campaigns by employing media planning, event strategies, storytelling, content marketing, and digital PR techniques including SEO and social media engagement.
5. Evaluate PR effectiveness in scenarios such as crisis communication, award strategies, and digital asset management, while communicating persuasively and ethically across diverse platforms.

UNIT 1

Concepts, advent and role of Public Relations; Diff between PR and Corporate Communication, Propaganda and Disinformation, Corporate Communication in digital era

UNIT 2

Corporate Communication, Hierarchy, Redefined internal and external PR, Marcom and Corp Com goes hand in hand, Corp vision, identity, image, PR mouthpiece--House Journals,

Posters, Employee Relations, Advertising, Events, Trade Shows, Corporate relation with Media; Media Planning; PR campaigns.

UNIT 3

PR in Marketing Mix, PR Tools, Media Relations, PR medium like Press Release, Press Conference, Blogs, Social Media, Influencer Marketing, Podcast, Videos, PR Advertising, Storytelling, Word of Mouth, Advertorials, PR Speeches; Crisis Communication, SEO and Social PR, Content Marketing, Awards Strategy, PR and Digital assets

Semester VII

NM_4 Digital Communication: Branding

Course Outcomes (COs)

1. Understand the fundamentals of branding and its role in marketing.
2. Analyze target audiences and develop brand personas.
3. Create visual brand identities, including logos, typography, color schemes, and imagery.
4. Design brand collateral such as packaging, stationery, and promotional materials.
5. Develop brand guidelines to ensure consistency across different touchpoints.

Unit 1

Introduction to Branding; Defining branding and its importance in marketing; Exploring successful brand case studies; Understanding brand strategy and brand equity; Brand Guidelines and Applications; Developing comprehensive brand guidelines;

Unit 2

Establishing rules for logo usage, typography, colours, and imagery; Applying brand guidelines to various applications and touchpoints; Conducting market research and competitive analysis; Identifying target audiences and consumer insights; Developing brand positioning and differentiation

Unit 3

Branding and Social Media; Leveraging social media for brand building; Understanding digital advertising formats and platforms; Understanding social media platforms and their branding opportunities