CU/ACAD/04-II/2024/465

16.18.2024

Notification No. /अधिसूचना संख्या 133 /2024

विषय Course Scheme and Syllabus as per NEP-2020 of 1st - 4th Semester of M.A. in Mass Communication and New Media w.e.f. Academic Batch 2024-26 – Reg

सभी संबंधितों की जानकारी के लिए यह अधिसूचित किया जाता है कि 29.07.2024 को आयोजित अगले स्कूल बोर्ड की सिफारिश पर, भावी स्कूल बोर्ड और अकादमिक परिषद की मंजूरी की प्रत्याशा में, सक्षम प्राधिकारी ने अनुमोदन कर दिया है से एम.ए. 1 से 4 समेस्टर की पाठ्यक्रम योजना और पाठ्यक्रम को मंजूरी दे दी है। यह पाठ्यक्रम योजना और पाठ्यक्रम शैक्षणिक बैच 2024-26 से नीचे विस्तृत विवरण प्रभावी होगी।

It is hereby notified for the information of all concerned that on the recommendation of BoS of Mass Communication and New Media held on 29.07.2024, in anticipation of approval of next School Board and Academic Council, the Competent Authority has approved the Course Scheme and Syllabus of 1st - 4 Semester of M.A. in Mass Communication and New Media w.e.f. Academic Batch 2024-26 as detailed below.

Semester- I

Course Code	Course Title	Credits L	Credits P	L	T	P
MMCM1C007T	Communication: Concepts and Theories	4	0	4	0	0
MMCM1C008T	Writing for Media	4	0	4	0	0
MMCM1C009T	Radio and Podcast Production	4	0	4	0	0
MMCM1C010T	Fake News and Fact-Checking	2	0	2	0	0
MMCM1C011T	Indian Knowledge System in Communication	2	0	2	0	0
MMCM1C012T	Language Skills for Media (English)	2	0	2	0	0
MMCM1C001L	Multimedia Lab – I (Page Layout and Design)	0	2	0	0	4
MMCM1C002L	Multimedia Lab – II (Audio Recording and Editing)	0	2	0	0	4
MMCM1C003L	Media Portfolio – I	0	2	0	0	4
Elective Courses						
#	Open Elective-I	2	0	2	0	0
	Open Elective-II	2	0	2	0	0
	Open Elective-III	2	0	2	0	0
	Open Elective-IV	2	0	2	0	0
Total		28				

The student has to earn a minimum of **28 credits** during the Semester-I. Apart from nine core courses (three of **4 credits** and six of 2 credits each), the candidate has to earn **4 more credits** from the Open Elective basket offered by the Department or other Departments or SWAYAM Platform/MOOCs Courses etc.

Semester- II

Course Code	Course Title	Credits L	Credits P	L	T	P
MMCM1C013T	Communication Research	4	0	4	0	0
MMCM1C014T	New Media: Theory and Practice	4	0	4	0	0
MMCM1C015T	Advertising and Public Relations	4	0	4	0	0
MMCM1C016T	Television Broadcasting	4	0	4	0	0
MMCM1C017T	Language Skills for Media (Hindi)	2				
MMCM1C004L	Multimedia Lab – III (Video Editing)	0				
MMCM1C005L	Multimedia Lab – IV (Professional Camera Handling)					
MMCM1C006L	Media Portfolio – II					

Semester 2

Course Code	Course Title	Course Type	Credit	Total Marks
Core Courses				
	Communication Research	Core Compulsory	4	100
	New Media: Theory and Practice	Core Compulsory	4	100
	Advertising and Public Relations	Core Compulsory	4	100
	Television Broadcasting	Core Compulsory	4	100
	Language Skills for Media (Hindi)	Ability Enhancement Course (AEC)	2	50
	Multimedia Lab – III (Video Editing)	Skill Enhancement Course (SEC)	2	50
	Multimedia Lab – IV (Professional Camera Handling)	Skill Enhancement Course (SEC)	2	50
	Media Portfolio – II	Value Addition Course (VAC)	2	50
Open Elective Courses (OEC)/MOOC (any Two)				
	Drone Photography and Videography	Departmental OEC	2	50
	Science Communication: Advanced	Departmental OEC	2	50
	Digital and Social Media Marketing	Departmental OEC	2	50
	Film Appreciation	Departmental OEC	2	50
	Any relevant OEC offered by other departments at CU Jammu with prior approval of the HoD, MCNM	Interdisciplinary OEC	2	50
	Appropriate MOOC from SWAYAM platform with prior approval of the HoD, MCNM	Swayam MOOC	2	50
Total			28	700
Mandatory Summer Internship (2 Credits)				

Course Title: Communication Research
Credits: 4

Course Objectives
- To understand the basics of research methodology.
- To explore different approaches of research relevant for communication and media.
- To familiarize students with the process of literature review and identifying a research problem.
- To familiarize them with the relevant tools and techniques of data collection, analysis and interpretation.
- To train students in writing research proposals, articles, dissertation, and research paper.

Unit 1: Introduction to Communication Research
- Communication research: overview, meaning, concepts, processes, objectives, and significance
- Types of research in communication: qualitative vs. quantitative
- Theoretical frameworks and their role in research
- Research approaches, methods and techniques
- Scientific method
- Ethics in communication research

Unit 2: Research Design and Data Collection
- Research design: fundamentals and types
- Qualitative vs quantitative methods of data collection
- Tools, techniques and technologies for data collection
- Variables, measurements, and scales
- Identifying a research problem
- Formulating research questions, objectives and hypotheses
- Selecting appropriate research approach and design
- Sampling methods and techniques
- Reliability and validity in research
- Designing surveys and questionnaires
- Data collection: primary and secondary

Unit 3: Data Analysis and Interpretation
- Preparing data for analysis: process, editing, coding, classification, tabulation and cleaning
- Tools, techniques and technologies for data analysis
- Analysing qualitative vs quantitative data
- Descriptive and inferential statistics
- Parametric vs non-parametric tests
- Hypothesis testing
- Advanced analysis: ANOVA, MANOVA, regression, factor analysis
- Using software for data analysis (e.g., Excel, SPSS, JASP, NVivo)
- Data visualization
- Interpreting and presenting research findings
- Ensuring data integrity and addressing potential biases

Unit 4: Literature Review and Proposal Writing

- Purpose and importance of a research proposal
- Components and structure of a research proposal
- Types of research proposals (e.g., academic, funding)
- Conducting a comprehensive literature review
- Identifying gaps and formulating research questions and hypotheses
- Importance of a well-defined problem statement
- Crafting clear and specific research objectives
- Identifying and applying conceptual and theoretical frameworks
- Selecting appropriate data collection methods

Unit 5: Research Report Writing and Presentation

- Purpose and significance of research reporting
- Components of a research report (introduction, methods, results, discussion, conclusion)
- Types of reports: academic reports, technical reports, and executive summaries
- Structure of a master's dissertation
- Structuring and formatting a research paper
- Avoiding plagiarism and maintaining academic integrity
- Proper citation and referencing
- Formatting and citation according to style guides (e.g., APA, MLA)
- Tailoring effective presentations to specific audiences (academic, professional, general public)
- Handling questions and feedback during presentations
- Using storytelling techniques and engaging audiences

Suggested Readings:

- Allen, M., Titsworth, S., & Hunt, K. S. (2009). *Quantitative research in communication*. SAGE Publications.
- **Alley, M. (2013).** *The craft of scientific writing* (4th ed.). Springer.
- Berger, A. A. (2019). *Media and communication research methods: An introduction to qualitative and quantitative approaches* (4th ed.). SAGE Publications.
- Blaikie, N. (2000). *Designing social research*. Blackwell Publishers.
- **Booth, W. C., Colomb, G. G., & Williams, J. M. (2016).** *The craft of research* (4th ed.). University of Chicago Press.
- Creswell, J. W., & Creswell, J. D. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
- **Davis, M. (2019).** *Scientific papers and presentations: Navigating academic publishing and presentations* (3rd ed.). Academic Press.
- **Day, R. A., & Gastel, B. (2016).** *How to write and publish a scientific paper* (8th ed.). Cambridge University Press.
- **Flick, U. (2018).** *An introduction to qualitative research* (6th ed.). Sage Publications.
- Frey, L. R., Botan, C. H., & Kreps, G. L. (2000). *Investigating communication: An introduction to research methods* (2nd ed.). Allyn & Bacon.
- **Garrido, M., & Gallardo, M. (2018).** *Effective communication for scientists: Research writing and presentation skills.* Wiley-Blackwell.
- **Glasman-Deal, H. (2010).** *Science research writing for non-native speakers of English.* Imperial College Press.

- Hansen, A., Cottle, S., Negrine, R., & Newbold, C. (1998). *Mass communication research methods*. Palgrave Macmillan.
- **Hofmann, A. H. (2019).** *Scientific writing and communication: Papers, proposals, and presentations* (3rd ed.). Oxford University Press.
- Jensen, K. B., & Jankowski, N. W. (1991). *A handbook of qualitative methodologies for mass communication research* (Chapters 2 & 10). Routledge.
- Keyton, J. (2019). *Communication research: Asking questions, finding answers* (5th ed.). McGraw-Hill Education.
- Kothari, C. R. (2004). *Research methodology: Methods and techniques*. New Age International (P) Ltd., Publishers.
- **Leedy, P. D., & Ormrod, J. E. (2019).** *Practical research: Planning and design* (12th ed.). Pearson.
- Lindlof, T. R., & Taylor, B. C. (2017). *Qualitative communication research methods* (4th ed.). SAGE Publications.
- **Locke, L. F., Silverman, S. J., & Spirduso, W. W. (2013).** *Proposals that work: A guide for planning dissertations and grant proposals* (6th ed.). Sage Publications.
- **Ogden, T. E., & Goldberg, I. A. (2002).** *Research proposals: A guide to success* (3rd ed.). Academic Press.
- **Pinsky, L. E., & Wipf, J. E. (2018).** *Writing and presenting research: A complete guide for scientists* (2nd ed.). Springer.
- **Punch, K. F. (2006).** *Developing effective research proposals* (2nd ed.). Sage Publications.
- Reinard, J. C. (2006). *Communication research statistics*. SAGE Publications.
- **Reynolds, G. (2014).** *Presentation Zen: Simple ideas on presentation design and delivery* (2nd ed.). New Riders.
- **Robson, C., & McCartan, K. (2016).** *Real world research* (4th ed.). Wiley.
- Rubin, R. B., Rubin, A. M., Haridakis, P. M., & Piele, L. J. (2010). *Communication research: Strategies and sources* (7th ed.). Cengage Learning.
- Silverman, D. (2020). *Qualitative research* (5th ed.). SAGE Publications.
- Somekh, B., & Lewin, C. (Eds.). (2005). *Research methods in the social sciences*. Vistaar Publications (A division of SAGE Publications India Pvt Ltd).
- **Swetnam, D., & Swetnam, R. (2016).** *Writing your dissertation: The bestselling guide to planning, preparing and presenting first-class work* (3rd ed.). How To Books.
- Treadwell, D. (2019). *Introducing communication research: Paths of inquiry* (4th ed.). SAGE Publications.
- **Turabian, K. L. (2018).** *A manual for writers of research papers, theses, and dissertations: Chicago Style for students and researchers* (9th ed.). University of Chicago Press.
- Wimmer, R. D., & Dominick, J. R. (2013). *Mass media research: An introduction* (10th ed.). Cengage Learning.

Course Title: New Media: Theory and Practice
Credits: 4

Course Objectives:
- To gain foundational knowledge of what constitutes new media and its key characteristics.
- To make students aware of social media and networking world.
- To examine the major technologies that drive new media and their applications.
- To develop practical skills for content creation, management, and engagement across new media platforms.
- To assess how new media influences communication, culture, and society.
- To learn basic techniques for creating and managing content across new media platforms.

Unit 1: Introduction to New Media
- Definition and scope of new media
- Historical development and evolution
- Differences between traditional and new media
- Key concepts: Digital convergence, user-generated content, and interactivity
- The role of new media in contemporary society

Unit 2: Theoretical Frameworks
- Overview of major media theories: uses and gratifications, media richness, media ecology, diffusion of innovations, network society, and social presence
- Theoretical approaches to digital communication
- Media ecology and its relevance to new media
- Critical perspectives: Postmodernism and media studies
- Theories of digital identity and self-presentation

Unit 3: New Media Technologies
- Overview of key technologies: social media, mobile apps, virtual reality (VR), and augmented reality (AR)
- The impact of technology on media production and consumption
- Data privacy and security in new media
- The role of algorithms and artificial intelligence in content delivery
- Emerging trends and future technologies

Unit 4: Practical Applications and Content Creation
- Techniques for content creation: blogging, vlogging, podcasting
- Multimedia storytelling and visual content
- Strategies for effective engagement and audience building
- Platform-specific practices: social media management, SEO, and analytics
- Cloud computing and its role in new media
- Big data and analytics
- Case studies of successful new media campaigns

Unit 5: Impact and Critique
- Social and cultural implications of new media
- Economic impact and the digital economy
- New media and political communication

- Issues of accessibility and digital divide
- Advertising and monetization strategies
- Critical evaluation of new media's role in shaping public opinion and culture
- Ethical considerations and best practices in new media

Suggested Readings:

- boyd, d. (2014). *It's complicated: The social lives of networked teens.* Yale University Press.
- Castells, M. (2010). *The rise of the network society* (2nd ed.). Wiley-Blackwell.
- Couldry, N. (2012). *Media, society, world: Social theory and digital media practice.* Polity Press.
- Deuze, M. (2007). *Media work.* Polity Press.
- Jenkins, H. (2006). *Convergence culture: Where old and new media collide.* NYU Press.
- Knobel, M., & Lankshear, C. (2007). *A new literacies sampler.* Peter Lang.
- Lessig, L. (2008). *Remix: Making art and commerce thrive in the hybrid economy.* Penguin Books.
- Lievrouw, L. A., & Livingstone, S. (2006). *Handbook of new media: Social shaping and social consequences of ICTs.* Sage Publications.
- Manovich, L. (2001). *The language of new media.* MIT Press.
- McLuhan, M. (1994). *Understanding media: The extensions of man.* MIT Press. (Original work published 1964)
- Papacharissi, Z. (2010). *A networked self: Identity, community, and culture on social network sites.* Routledge.
- Rheingold, H. (2000). *The virtual community: Homesteading on the electronic frontier.* MIT Press.
- Scolari, C. A. (2013). *Transmedia storytelling: A textual approach.* University of Nebraska Press.
- Shirky, C. (2008). *Here comes everybody: The power of organizing without organizations.* Penguin Books.
- Shirky, C. (2008). *Here comes everybody: The power of organizing without organizations.* Penguin Books.
- Van Dijk, J. (2012). *The culture of connectivity: A critical history of social media.* Oxford University Press.

Course Title: Advertising and Public Relations
Credits: 4

Course Objectives:
- To familiarize students with the basic concepts, theories and principles of advertising and public relations (PR).
- To introduce students to the integrated marketing communications (IMC) concepts.
- To apply strategic planning processes to develop effective and coordinated advertising and PR campaigns.
- To analyze and critique advertising and public relations campaigns using industry standards and best practices.
- To evaluate the legal and ethical issues related to advertising and PR practices.
- To introduce students to the future trends and emerging issues in the industy.

Unit 1: Introduction to Advertising and Public Relations
- Definition and scope of advertising and public relations
- Historical evolution and major milestones
- Differences and similarities between advertising and PR
- Key concepts, definitions and terminologies
- Roles and functions within organizations

Unit 2: Advertising: Strategies and Practices
- Advertising copy: elements, ideation, visualization, and creativity
- Advertising campaign planning and execution
- Target audience analysis and segmentation
- Creative strategy and message development
- Models and theories in advertising
- Media planning and selection
- Social media advertising
- Creating and managing a brand value
- Measuring and evaluating advertising effectiveness
- National and global advertising scene
- Socio-economic effects of advertising

Unit 3: Public Relations: Strategies and Practices
- Models of public relations, excellence theory
- Importance of publics (internal and external) in PR
- Role of PR agencies and PROs
- PR campaign planning and management
- Media relations and handling negative press
- Reputation management and crisis communication
- Corporate social responsibility (CSR) and PR
- New media and online image management
- PR tools and tactics: events, newsletters, press releases, annual reports, brochures, fliers, social media, etc.

Unit 4: Integrated Marketing Communications (IMC)
- Concept and importance of IMC

- Coordinating advertising and PR efforts
- Cross-channel communication strategies
- Case studies of successful IMC campaigns
- Challenges and trends in IMC

Unit 5: Ethics, Legal Issues, and Future Trends

- Ethical considerations in advertising and PR
- Legal regulations and advertising standards
- Intellectual property rights and copyright issues
- The impact of digital media and technology
- Bhartiya Nyaya Sanhita (BNS-2023) and advertising
- ASCI, AAAI codes of advertising & PRSI codes of public relations
- Future trends and emerging challenges in the industry

Suggested Readings:

- Belch, G. E., & Belch, M. A. (2018). *Advertising and promotion: An integrated marketing communications perspective* (11th ed.). McGraw-Hill Education.
- Clow, K. E., & Baack, D. (2018). *Integrated advertising, promotion, and marketing communications* (8th ed.). Pearson.
- Cutlip, S. M., Center, A. H., & Broom, G. M. (2006). *Effective public relations* (9th ed.). Pearson.
- Moriarty, S., Mitchell, N., & Wells, W. (2019). *Advertising & IMC: Principles and practice* (11th ed.). Pearson.
- O'Guinn, T., Allen, C. T., & Semenik, R. J. (2014). *Advertising and integrated brand promotion* (7th ed.). Cengage Learning.
- Pardun, C. J. (2009). *Advertising and society: An introduction.* Wiley-Blackwell.
- Schultz, D. E., & Schultz, H. F. (2004). *IMC, the next generation: Five steps for delivering value and measuring financial returns.* McGraw-Hill.
- Scott, D. M. (2017). *The new rules of marketing and PR: How to use social media, online video, mobile applications, blogs, news releases, and viral marketing to reach buyers directly* (6th ed.). Wiley.
- Smith, R. D. (2017). *Strategic planning for public relations* (5th ed.). Routledge.
- Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2015). *Public relations: Strategies and tactics* (11th ed.). Pearson.

Course Title: Television Broadcasting
Credits: 04

Course Objectives:
- To introduce students to the basics of TV production and broadcasting.
- To acquaint students with various terminologies, techniques, processes and equipment of TV broadcasting.
- To train students in scriptwriting, storytelling, and presentation skills for broadcast media.
- To familiarize students with trends, challenges and emerging scenarios in broadcast industry.

Unit 1: Introduction to Television Broadcasting
- History and evolution of television broadcasting
- Overview of the television industry and its structure
- Key roles and responsibilities in television production
- Basic concepts and terminology in broadcasting
- Types of television broadcasting: Network, cable, satellite, and streaming
- Types of television content (news, entertainment, documentaries, etc.)
- Indian scenario: Doordarshan, private and satellite channels
- National and regional channels for niche audiences
- Proliferation of channels for specific niches
- Regulatory and ethical considerations
- Understanding television audiences and market research

Unit 2: Television Production and Technical Skills
- Basics of television production (pre-production, production, post-production)
- Introduction to broadcast equipment and software
- Basics of production and direction
- Camera operation and techniques: composition and framing
- Lighting and sound design for television
- Studio and field production
- Editing and post-production processes
- Basic elements and structure of different formats of TV programmes
- News broadcasting: ENG/EFP, OB, PTC
- Conducting interviews and field reporting

Unit 3: Scriptwriting and Storytelling for Television
- Principles of scriptwriting and story structure
- Writing for different formats (news, sitcoms, dramas, etc.)
- Developing compelling narratives and characters
- Script formatting and revisions
- Collaboration between writers and production teams
- Coverage and production of sports events
- Use of graphics and multimedia in news, sports and other formats
- Producing entertainment shows, talk shows, and reality TV

Unit 4: On-Air Presentation and Performance
- Techniques for effective on-air presentation
- Voice training and modulation

- Anchoring and presenting news
- Presentation styles and audience engagement
- Handling live broadcasts and breaking news
- Ethics and professionalism in on-air roles

Unit 5: Trends, Challenges, and Future of Television Broadcasting

- Emerging trends and technologies in television broadcasting (streaming, digital platforms, etc.)
- Challenges facing the industry (regulation, competition, audience fragmentation)
- The impact of social media and digital content
- Advances in broadcasting technology (e.g., 4K, VR)
- Future directions and innovations in television broadcasting
- Case studies of successful and innovative television programmes

Suggested Readings:

- Alberts, D. (2009). *Television production handbook* (11th ed.). Cengage Learning.
- **Baker, C., & McDonald, K. (2016).** *Television and new media: A critical introduction.* Palgrave Macmillan.
- Brown, B., & Smith, S. (2012). *Television broadcasting: Theory and practice.* Routledge.
- **Browne, R. (2005).** *Television broadcasting: A complete guide to the history, technology, and future of television.* Schirmer Books.
- Coughlan, M., & Brown, B. (2016). *Television production: A complete guide.* Pearson.
- Day, L. (2011). *The television industry: A guide to television production.* Routledge.
- Duncan, P. (2015). *Understanding television: A comprehensive guide.* Oxford University Press.
- Guback, T. (2010). *Television and the public interest: A study of television broadcasting.* McGraw-Hill.
- Hackett, R. (2014). *Broadcast journalism: Techniques and strategies for television news.* Sage Publications.
- **Hilliard, R. L., & Keith, M. C. (2005).** *Broadcast news: Writing, reporting, and producing.* Focal Press.
- **Holliday, R. (2018).** *Television production.* Routledge.
- Kopp, A., & Brown, B. (2018). *Television production: An introduction.* Pearson.
- Lowry, R. (2016). *Television studio production and broadcast journalism.* McGraw-Hill Education.
- **Mann, M. (2018).** *Television production: A guide to the techniques and practices.* Routledge.
- Moriarty, S., & Wells, W. (2020). *Television & video production.* Pearson.
- Peterson, B. (2017). *Advanced television production techniques.* Routledge.
- Reaves, J. (2015). *Television production and broadcast journalism.* Sage Publications.
- **Rosenstiel, T. (2011).** *The new ethics of journalism: Principles for the twenty-first century.* CQ Press.
- Smith, C. (2019). *Television broadcasting: A complete guide to production.* Wiley.
- Sniadecki, C. (2018). *The television industry: A guide to its history and practices.* Routledge.
- Waters, J. (2021). *Digital television: Techniques and technologies.* Cambridge University Press.
- **Wells, S. (2021).** *Television production handbook* (14th ed.). Wadsworth Publishing.

Course Title: Language Skills for Media (Hindi)
कोर्स का शीर्षक: मीडिया के लिए भाषा कौशल (हिंदी)

Credits: 2 (क्रेडिट: 2)

Course Objectives (कोर्स के उद्देश्य):

- हिंदी लेखन में वर्तनी के महत्व को पहचानना।
- मीडिया लेखन के लिए प्रासंगिक वर्तनी, विरामचिह्न, और व्याकरण के नियमों में कुशल होना।
- विभिन्न मीडिया प्रारूपों में वर्तनी के सिद्धांतों को लागू करना।
- लोकप्रिय मीडिया शैली-मार्गदर्शिकाओं से परिचित होना और उन्नत लेखन कौशल विकसित करना।

यूनिट 1: मीडिया में वर्तनी का महत्व

- विभिन्न मीडिया प्लेटफार्मों का अवलोकन
- मीडिया में वर्तनी, वर्तनी नियम और अपवाद
- मीडिया में विरामचिह्न और शैली-मार्गदर्शिकाएँ
- अंकों और शब्दों का उपयोग
- उद्धरण चिह्न, संवाद और विरामचिह्न
- शब्द-भेद (वर्गीकरण)
- मीडिया लेखन में काल का सही उपयोग
- वाक्य संरचना (सरल, यौगिक, जटिल वाक्य)
- सामान्य व्याकरणिक त्रुटियाँ
- औपचारिक बनाम अनौपचारिक लेखन

यूनिट 2: मीडिया में व्याकरण

- व्याकरण और वाक्य विन्यास की मूल बातें
- कर्ता-क्रिया संबंध
- सर्वनाम-पूर्ववर्ती संबंध
- हाइफनेशन और संयुक्त शब्द
- शब्दावली विकास और सही शब्द चुनना
- भाषाई भिन्नताएँ: SVO बनाम SOV
- वाक्यांशों और उपवाक्यों का सही उपयोग

यूनिट 3: मीडिया शैली-मार्गदर्शिकाएँ और उन्नत लेखन

- विभिन्न शैली मैनुअल: एसोसिएटेड प्रेस, बीबीसी, पीटीआई

- आकर्षक वाक्य और पैराग्राफ तैयार करना
- पैराग्राफ संरचना: मुख्य वाक्य, सहायक वाक्य, तार्किक क्रम, निष्कर्षण वाक्य और एकता
- ट्रांजिशन शब्दों का प्रभावी उपयोग
- आकर्षक प्रारंभिक और समापन तैयार करना
- साक्ष्य और उदाहरणों को शामिल करना
- कर्तृवाच्य और कर्मवाच्य लेखन का उपयोग
- आपत्तिजनक भाषा, जातिवादी गालियाँ, और अपशब्दों से बचना

उपयोगी पाठ्य सामग्री:

- प्रदीप सक्सेना. (2017). *पत्रकारिता भाषा और शैली*. राधाकृष्ण प्रकाशन.
- माधव हाडा. (2019). *हिंदी पत्रकारिता की भाषा*. राजकमल प्रकाशन.
- अशोक चक्रधर. (2005). *पत्रकारिता में भाषा का प्रयोग*. वाणी प्रकाशन.
- कमलेश जोशी. (2018). *पत्रकारिता: सिद्धांत, विधाएँ और भाषा*. प्रभात प्रकाशन.

Course Title: Multimedia Lab – III (Video Editing)
Credits: 2

Course Objectives:
- To learn the stages of video editing process, including importing, organizing, editing, and exporting footage.
- To gain proficiency in using video editing software and tools to create professional-quality video content.
- To understand the role of editing in storytelling and learn how to craft compelling narratives through pacing, sequencing, and visual composition.
- To learn to integrate sound and visual effects seamlessly to enhance video production quality.

Unit 1: Introduction to Video Editing
- Definition and importance of video editing
- History and evolution of video editing techniques
- Introduction to popular editing software (Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve, etc.)
- Basic interface and tools overview
- Importing and organizing footage
- File formats and codecs
- Creating and managing project files and bins
- Working on timeline
- Understanding shots, scenes, and sequences
- Types of cuts: jump cut, match cut, crosscut, etc.

Unit 2: Basic Editing Techniques
- Techniques for cutting and trimming clips
- Concept of continuity editing and match cuts
- Applying basic transitions (cuts, dissolves, wipes, etc.)
- Using visual effects and filters
- Synchronizing audio and video
- Basic audio adjustments: levels, fades, and mixing
- Adding sound effects and music

Unit 3: Advanced Editing Concepts and Output
- Storytelling through editing
- Understanding pacing and rhythm
- Building narrative tension and emotional impact
- Montage techniques and creative editing
- Basics of colour theory and its application in editing
- Using colour correction tools for visual consistency
- Creative colour grading for mood and tone
- Adding and animating text and graphics
- Creating lower thirds, titles, and end credits
- Preparing the final cut: Reviewing and refining edits
- Export settings and formats for different platforms (web, broadcast, cinema)
- Delivering the final product: file delivery and archiving

Suggested Readings:

- Adobe Creative Team. (2020). *Adobe Premiere Pro Classroom in a Book (2020 release)*. Adobe Press.
- Bermingham, A. (2016). *Editing digital video: The complete creative and technical guide*. McGraw-Hill Education.
- Bowen, C. J., & Thompson, R. (2017). *Grammar of the edit* (3rd ed.). Routledge.
- Dancyger, K. (2018). *The technique of film and video editing: History, theory, and practice* (6th ed.). Focal Press.
- Jones, C. (2014). *The filmmaker's guide to visual effects: The art and techniques of VFX for directors, producers, editors, and cinematographers*. Focal Press.
- Katz, S. D. (2011). *Film directing shot by shot: Visualizing from concept to screen*. Michael Wiese Productions.
- Mascelli, J. V. (1998). *The five C's of cinematography: Motion picture filming techniques*. Silman-James Press.
- Millerson, G., & Owens, J. (2009). *Television production* (15th ed.). Focal Press.
- Murch, W. (2001). *In the blink of an eye: A perspective on film editing* (2nd ed.). Silman-James Press.
- Ondaatje, M. (2004). *The conversations: Walter Murch and the art of editing film*. Alfred A. Knopf.
- Rabiger, M., & Hurbis-Cherrier, M. (2013). *Directing: Film techniques and aesthetics* (5th ed.). Focal Press.
- Reisz, K., & Millar, G. (2009). *The technique of film editing* (2nd ed.). Focal Press.
- Thompson, R., & Bowen, C. J. (2019). *The grammar of the edit* (4th ed.). Focal Press.
- Ward, P., & Barrett, S. (2012). *Multimedia journalism: A practical guide*. Focal Press.
- Wohl, M., & Murch, W. (2012). *Editing techniques with Final Cut Pro*. Peachpit Press.
- Zettl, H. (2017). *Sight, sound, motion: Applied media aesthetics* (8th ed.). Cengage Learning.

- Freeman, M. (2017). *The photographer's eye: Composition and design for better digital photos*. Focal Press.
- Gage, J. (2018). *Camera maintenance and troubleshooting*. Routledge.
- Gallegos, G. (2015). *The professional camera handbook: A complete guide to modern camera techniques*. Peachpit Press.
- Hama, T. (2014). *The art of digital photography: Techniques and tips for capturing stunning images*. Focal Press.
- Hargis, R. (2015). *Understanding digital cameras*. Focal Press.
- Jenkins, S. (2018). *Advanced camera techniques: From basic to professional*. HarperCollins.
- Kelby, S. (2018). *Digital photography: The ultimate guide to creating stunning digital photography*. Peachpit Press.
- Kelby, S. (2019). *The digital photography book* (5th ed.). Peachpit Press.
- Limoncelli, T., & Mack, J. (2016). *The camera book: An introduction to the art and science of digital photography*. Wiley.
- McKenna, R. (2019). *Digital camera fundamentals: A guide to understanding and mastering your camera*. Routledge.
- Morris, C. (2014). *The complete guide to camera operation and care*. Focal Press.
- Neale, S. (2020). *Mastering camera techniques: From beginner to advanced*. McGraw-Hill Education.
- Peterson, B. (2017). *Understanding exposure: How to shoot great photographs with any camera* (4th ed.). Amphoto Books.
- Roberts, M. (2016). *Professional photography: Mastering camera settings and techniques*. Wiley.
- Schaub, A. (2017). *Professional camera handling: Best practices and techniques*. Routledge.
- Smith, J. (2017). *Camera basics: Essential knowledge for photographers*. Amphoto Books.
- Stone, T. (2019). *Practical guide to camera operation and maintenance*. Routledge.

Course Title: Multimedia Lab – IV (Handling Professional Camera)

Credits: 2

Course Objectives:
- To understand and effectively use different camera controls, settings, and features to capture high-quality images and videos.
- To develop skills in applying various shooting techniques and compositions to enhance visual storytelling.
- To learn proper maintenance, troubleshooting, and problem-solving for professional camera equipment.

Unit 1: Introduction to Professional Cameras
- Types of professional cameras (DSLRs, mirrorless, camcorders, cinema cameras)
- Key camera components (body, lens, sensor, viewfinder, controls, etc.)
- Basic settings: ISO, shutter speed, aperture
- Advanced settings: White balance, focus modes, exposure control
- Camera Operations: basic functions, menu navigation
- Different lens types (wide-angle, telephoto, macro)
- Choosing the right lens for various shooting scenarios
- Properly holding and handling a camera
- Using tripods, monopods, stabilizers, gimoles, rigs, etc.

Unit 2: Advanced Camera Techniques
- Principles of composition (rule of thirds, leading lines, framing)
- Different camera shots
- Techniques for effective visual storytelling
- Techniques for smooth camera movements (panning, tilting, tracking)
- Using different camera angles to enhance narrative and impact
- Understanding natural and artificial lighting
- Techniques for controlling exposure and achieving correct lighting
- Techniques for precise focusing
- Controlling depth of field and its impact on the image

Unit 3: Camera Maintenance and Troubleshooting
- Cleaning and caring for camera equipment
- Regular checks and preventative measure
- Troubleshooting Common Issues
- Handling and fixing technical malfunctions
- Setting up cameras for different types of shoots (interviews, action scenes, static shots)
- Configuring camera settings based on production needs
- Hands-on practice with professional camera equipment
- Real-world scenarios and problem-solving exercises

Suggested Readings:
- Albright, T. (2014). *Mastering the camera: Professional techniques for great photography*. McGraw-Hill Education.
- Evans, B., & O'Brien, M. (2015). *Digital photography: Essential techniques for beginners*. Focal Press.
- Frangioni, D. (2016). *The art of digital photography: Techniques and principles*. Wiley.

Course Title: Media Portfolio – II
Credits: 2

Course Objectives:

- To apply portfolio skills learnt in semester-I to create impressive and creative portfolio for a successful career in media industry.
- To develop and organize a professional media portfolio (physical/online).
- To continuously update and refine media portfolio to reflect their evolving skills and experiences.
- To develop and maintain a personal portfolio and defend it at the end of semester.

Course Description

- Students are required to create and maintain a strong portfolio of their creative and professional work in media and communication. This includes writing and publishing news stories and articles in newspapers/magazines/newsportals/etc., visual content, AV products, etc. They are to regularly update and maintain their semester-wise portfolio file (digital/physical/hybrid).
- Developing and maintaining a personal portfolio (min. no. 20)
- Evaluation based on final presentation and viva.