



Four-Year Undergraduate Programme

Bachelor of Arts

Parul Institute of Liberal Arts

Faculty of Arts

Parul University

Vadodara, Gujarat, India

Bachelor of Arts
Parul Institute of Liberal Arts
Faculty of Arts

1. Vision of the Department

To provide quality media education to the students of mass communication and Journalism in order to build good human communication in the rapid changing society from traditional to digital and to develop highly skilled professionals to reputed designations in the industry responding to technological and scientific advancements.

2. Mission of the Department

M1 To develop centres of excellence through establishment of state of the art laboratories / workshops which will help students learn through hands-on experience the latest advances in technology.

M2 To create graduates possessing sound fundamental knowledge with practical skills. To create manpower for contributing effectively towards societal development with various aspects.

- **M3** To provide a high-quality education that combines theoretical knowledge with practical skills in journalism & mass communication and fostering critical thinking, analytical skills, and creativity among students.

3. Program Educational Objectives

The statements below indicate the career and professional achievements that the B.Arts curriculum enables graduates to attain.

PEO 1	To develop professional skills (critical, communication, analytical and technical) and human relations skills (group dynamics, team building, organization and delegation) to enable students to transform the acquired knowledge into action.
PEO 2	To inculcate critical analysis and communication skills into students to effectively present their views, both in writing and through oral presentations.
PEO 3	To provide an environment for exploring the Research & Development attitude, to help the students in Research and Development field.

4. Program Learning Outcomes

Program Learning outcomes are statements conveying the intent of a program of study.

PLO 1	Communication Skills	A graduate student in arts/social sciences/humanities shall be confident to speak, write, read, listen and understand the English language and one or more Indian languages. Relate the ideas, knowledge, books, and people. Think and decide rationally, and adopt technology and electronic/print media in disseminating thoughts, facts and realities.
PLO 2	Critical, logical and rational thinking	Acquire the ability for objective, rational, skeptical, logical, and unbiased analysis of factual evidences to form a judgment or conclusion. Enhance the process of rational thinking, problem solving and analytical evaluation from different perspectives.
PLO 3	Social responsibility	Develops an obligation to act for the benefit of society at large. Cultivates the responsibility to maintain a balance between the economy and the ecosystems. Nurtures a moral obligation to minimize the adverse effect on those immediately around them.
PLO 4	Enlightened and effective Citizenship	Cultivates progressive citizenship for a knowledge society for peace and prosperity of nations and the world. Develops clear, rational and progressive thinking. Participating in decision-making concerning the society and upholding national development, integrity, unity and fraternity.
PLO 5	Values and Ethics	Recognizes the importance, worth and usefulness of principles and standards of behaviour, moral dimensions of one's own decisions and judgment of what is important in life. Understand the rules of behaviour based on systematizing, defending and recommending the concepts of right and wrong.
PLO 6	Sustainable development	Understands, organizes and promotes the principle of human development goals by sustaining the ability of natural systems, natural resources and ecosystem services upon which the economy and society depends.
PLO 7	Life-long process of Learning	Cultivates the proficiency to engage in independent, life-long and progressive learning abilities in the broadest context of changing socio- politico-economic-cultural and technological scenario.

5. Program Specific Learning Outcomes

PSO 1	The study of various subjects under this Faculty enables the students to acquire life skills and be a better human being.
PSO 2	Students will demonstrate the ability to gather information through research, interviews, and observation, and effectively communicate news stories across various media platforms.
PSO 3	The students will inculcate a sense of national pride and respect for the nation by studying varied cultures, customs, literature, architecture, constitution, life skills, music, society etc.
PSO 4	The study of various subjects under Humanities will facilitate students to become efficient leaders, able administrators, extension workers, entrepreneurs and extension workers.

6. Credit Framework

Semester wise Credit distribution of the programme	
Semester-1	22
Semester-2	22
Semester-3	22
Semester-4	22
Semester-5	22
Semester-6	22
Semester-7	22
Semester-8	22
Total Credits:	176

Category wise Credit distribution of the programme	
Category	Credit
Major Core	88
Minor Stream	32
Multidisciplinary	12
Ability Enhancement Course	10
Skill Enhancement Courses	10
Value added Courses	08
Summer Internship	04
Research Project/Dissertation	12
Total Credits:	176

7. Program Curriculum

Semester - 1

Code	Subject	Credit	Lect	Lab	Tut
11011401V A01	Climate Change & Sustainable Environment	2	2	-	-
15010201S E02	Anchoring	2	-	4	-
15010301D S01	Introduction to Media and Communication	4	4	-	-
15010301D S02	History of Media	4	4	-	-
15010401P G01	Psychology-I	4	4	-	-
	AEC-1 (Compulsory Subjects :1)	2	2	-	-
	University Elective - I (Compulsory Subjects :1)	4	3	-	1
	Total	22	27	4	1

Semester – 2

Code	Subject	Credit	Lect	Lab	Tut
00019101S E01	Mathematical Aptitude	2	2	-	-
00019302V A01	IPDC Including History and Culture of India and IKS-I	2	2	-	-
15010302D S01	Writing & Editing for Print Media	4	3	2	-
15010302D S02	Introduction to Newsroom	4	4	-	-
15010402P G01	Psychology-II	4	4	-	-
	AEC-II (Compulsory Subjects :1)	2	2	-	-
	University Elective-II (Compulsory Subjects :1)	4	3	-	1
Total		22	27	4	1

Semester – 3

Code	Subject	Credit	Lect	Lab	Tut
00019303V A01	IPDC including History and Culture of India and IKS-II	2	2	-	-
03010503S E01	Artificial Intelligence	2	2	-	-
15010303D S01	Introduction to TV and Radio	4	4	-	-
15010303D S02	Media Ethics & Laws	4	4	-	-
15010303D S03	Photojournalism	4	3	2	-
	AEC-III (Compulsory Subjects :1)	2	2	-	-
	University Elective - III (Compulsory Subjects :1)	4	4	-	-
Total		22	21	2	

8. Detailed Syllabus

Semester 1

a. **Program Name:** Journalism

b. **Prerequisite:** Knowledge of English Language and Basic General Knowledge.

c. **Rationale:** This course will provide students with basic knowledge of psychology, including different schools of psychology, sensation, perception, memory, motivation etc.

d. **Course Learning Objective:**

CLOBJ 1	Basic concepts of Journalism
CLOBJ 2	The contribution of different psychologists to the system
CLOBJ 3	Theoretical constructs by different schools of psychology.
CLOBJ 4	How the present-day psychology has development or emerged
CLOBJ 5	The concepts of learning, memory, motivation etc.

e. **Course Learning Outcomes:**

CLO 1	Differentiate between scientific and non-scientific information about human behavior and mental processes.
CLO 2	Describe recent trends in research and research methods used in psychology.
CLO 3	Explain psychological processes involved in sensation, perception and learning
CLO 4	Describe models of memory, motivation and its theories
CLO 5	Analyze the variety of factors affecting the above concepts and relating it to real life examples.
CLO 6	Apply psychological concepts and principles to situations in everyday life.

f. **Mapping of Course Learning Outcomes and Bloom's Taxonomy:**

Course Learning Outcomes		Bloom's Level
CLO 1	Differentiate between scientific and non-scientific information about human behaviour and mental processes.	2

CLO 2	Describe recent trends in research and research methods used in psychology.	3
CLO 3	Explain psychological processes involved in sensation, perception and learning	2
CLO 4	Describe models of memory, motivation and its theories	4
CLO 5	Analyse the variety of factors affecting the above concepts and relating it to real life examples.	2
CLO 6	Apply psychological concepts and principles to situations in everyday life.	1

g. Mapping of Course Learning Outcomes and Program Learning Outcomes and Program Specific Learning Outcomes:

CLOs	PLOs						PSO	
	1	2	3	4	5	6	1	2
CLO 1	3	3	2	2	2	2	2	2
CLO 2	3	3	2	2	2	1	2	2
CLO 3	3	3	2	2	2	2	2	2
CLO 4	3	2	2	2	2	2	2	2
CLO 5	3	2	2	2	2	2	2	2
CLO 6	3	3	2	2	2	2	2	2
Weighted Average	3	3	2	2	2	2	2	2

PARUL UNIVERSITY - FACULTY OF LIBERAL ARTS**Department of Mass Communication and Journalism****BA (JMC) Programme- SEM-1 SYLLABUS****Introduction to****Media and Communication theories****Type of Course:** BA(JMC)**Prerequisite:** Knowledge of English Language studied till 12th Standard and Basic General Knowledge.

Rationale: Communication forms an integral part of our day-to-day life. The course deals with features of communication with emphasis on mastering it to achieve effective communication and therefore providing a combined understanding of Mass Communication

Course Outcome:

On completion of the course the student should be able to:

CO1:- Comprehend the Importance, Functions & Scope of Mass Communication
CO2:- Describe the Growth and Development of Mass Communication.
CO3:- Articulate different types of media their characteristics, merits, and demerits
CO4:- Appraise the importance of public opinion and the role of journalism in framing it
CO5:- Understand the relation between Media and Audience
CO6:- Get familiar various basic theories of Communication

Teaching and Examination Scheme:

Teaching Scheme			Credit	Examination Scheme					Total
Lect Hrs/Week	Tut Hrs/Week	Lab Hrs/Week		External		Internal			
				T	P	T	CE	P	
4	0	0	4	60	-	20	20	-	100

Lect - Lecture, **Tut** - Tutorial, **Lab** - Lab, **T** - Theory, **P** - Practical, **CE** - CE, **T** - Theory, **P** - Practical**Contents:**

Unit	Topic	Weightage	Teaching Hrs
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t			.
1	Understanding Communication: • Communication as Social Science • Need for communication • Definitions of communication. • Nature & functions of communication. • Process of communication & its elements.	11.11%	5
2	Models of communication - Aristotle's Model. - Lasswell's Model. - Shannon-Weaver Model. - Berlo's S-M-C-R Model. - Osgood-Schramm Model. - The Westley and Maclean Model. - Barn Lund's Transactional Model. - Dance's Helical Model. - Gerbner Model	22.22%	10
3	Forms of Communication: • Forms of communication - Verbal – Oral & Written - Non Verbal – Vocalics, Kinesics, Oculics, Haptics, Proxemics • 7 C's for effective communication • Levels of communication - Intra communication - Inter communication - Group communication - Mass communication - Organizational communication - Formal & Informal communication • Barriers to communication	17.77%	8
4	Nature of Media • Mass Communication- Concept, characteristics and functions • Types of Mass Media (characteristics, strengths & weaknesses of each) - Print - Electronic (Radio & TV) - New Media	17.77%	8

	- Films - Traditional media - Photography		
5	Media & Audience • Importance of Mass media and Mass communication • Mass Communication audience and its nature - classification of audiences - Audience-Industry relations - Audience- medium relations	13.33 %	6
6	Theories of Communication: • Fundamental communication theories Western - Agenda Setting Theory - Two Step Flow Theory - Cultivation Theory - Magic Bullet Theory Eastern - Hindu traditions - Buddhist traditions - Islamic traditions	17.77%	8

***Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

Reference Books:

1. Keval J Kumar, Mass communication in India, Jaico Books
2. Burgoon, Michael, Frank G Hansaker, Edwin J Dawson (1994), Human Communications (3rd ed), Sage, New Delhi.
3. Trenholm, Sarah, Thinking through communication, Allyn and Bacon, Boston. Warren K Agee, Ault, Emery, Introduction to Mass Communication
4. Beebe, Steven A. et al (1996) Interpersonal Communication –Relating to others. Allyn & Bacon.

PARUL UNIVERSITY - FACULTY OF LIBERAL ARTS**Department of Mass Communication and Journalism****BA (JMC) Programme- SEM-1 SYLLABUS****HISTORY OF MEDIA****Type of Course:** BA(JMC)**Prerequisite:** Knowledge of English Language studied till 12th Standard and Basic General Knowledge.**Rationale:** To provide students a broad view of the evolution of mass media with special emphasis on development of mass media in India.**Course Outcome:**

On completion of the course the student should be able to:

CO1: Understand the origins of different oral cultures and communication forms before the print era.
CO2: Articulate the evolution of print media and its significance
CO3: Comprehend the contribution of radio as mass communication
CO4: Discuss the evolution of television and its impact
CO5: Understand the origin of Internet and its journey to become the most influential mass communication of today's times
CO6: Get acquainted with different kinds of media organizations in India

Teaching and Examination Scheme:

Teaching Scheme			Credit	Examination Scheme					Total
Lect Hrs/ Week	Tut Hrs/ Week	Lab Hrs/ Week		External		Internal			
				T	P	T	CE	P	
3	0	0	3	60	-	20	20	-	100

Lect - Lecture, **Tut** - Tutorial, **Lab** - Lab, **T** - Theory, **P** - Practical, **CE** - CE, **T** - Theory, **P** - Practical**Contents:**

U	Topic	Weight	Teaching
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Unit		Weightage	Hrs.
1	Pre-Print Era ● Evolution of Communication - Fires, Smoke Signals, and Horns (Prehistoric Times) - Pigeon Post - Signal Lamps - Hydraulic and Maritime Semaphores ● Characteristics of oral cultures and communication.	11.11%	5
2	Print Media ● Brief history of printing; ● First Newspapers – earliest forms to modern ● Development of printing in India. ● Newspapers during freedom movement ● Print media after Independence ● Contribution of Christian missionaries ● Major landmarks in print media	17.77 %	8
3	Radio: ● Radio as a medium of mass communication- ● Early years of sound recording industry, telegraphy and wireless. ● History, Growth & Development of Radio Broadcast in India - War years - Underground Congress Radio - AIR at Independence - AIR in late 1990's and early 2000's ● Chanda Committee, Veghese Committee ● FM broadcasting in India ● Community Radio, Campus radio, Digital Audio Broadcasting ● Broadcasting policy, code & ethics	22.22%	10
4	Television: ● History and development of television in India - SITE - Nationalization of Doordarshan & upcoming color TV ● Education TV channel in India. ● Era of Privatization - Emergence of foreign satellite channels and cable network. - Direct to Home DTH. ● Recent development in television ● Media's role in formation of states of India	17.77%	8

5	Internet • The internet and future of mass media. • Historical background • Media Convergence	13.33 %	6
6	Media Organizations Bureau of Outreach and Communication. ... Electronic Media Monitoring Centre. ... Indian Institute of Mass Communication. ... New Media Wing. ... Press Council of India. ... Press Information Bureau. ... Publications Division. ... Registrar of Newspapers for India.	17.77 %	8

***Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

References/Text Books:

1. Joshi Uma, Mass Communication and Media, Anmol Prakashan, 1997.
2. Melvin L, Theories of Mass Communication, Rokeach Longman publication, 1997.
3. Rajan Nalin, 21st Century Journalism in India, Sage publisher, New Delhi, 2011.
4. Keval J Kumar, Mass communication in India. Mumbai, Jaico publishing, 2002.
5. Black Jay & Bryant, Jennings. Introduction to mass communication. USA; WC brown publishers, 2006.

PARUL UNIVERSITY
FACULTY OF LIBERAL ARTS
Department of Journalism and Mass Communication
Semester 1
Basics of Photography

Prerequisite: Knowledge of the English Language studied till 12th Standard and Basic Knowledge of Mass Communication and General Knowledge

Course Content

W - Weightage (%) , **T** - Teaching hours

Sr.	Topics	W	T
1	Introduction to Photography ● Photography - An Art & Science ● Pinhole Camera ● Types of Camera ● Analogue Camera ● DSLR v/s Mirrorless ● Working of a Camera ● Anatomy of Camera	18%	7
2	Camera and Accessories ● Camera & Accessories ● Helpful accessories ● Weather conditions and settings ● Lenses and types ● Holding the Camera	18%	9
3	Elements of Photography ● Aperture ● ISO ● Shutter speed ● Exposure ● Focal Length ● Depth of Field ● Manual and autofocus	12.5%	7
4	Composition and Camera Modes ● Composition ● Ways to compose ● Camera modes - Auto - Program - Shutter priority - Aperture Priority - Manual - Landscape - Portrait - Flash off - Sports - Night Portrait	12.5%	9
5	Types of Photography ● Portrait ● Photojournalism ● Fashion ● Product ● War ● Sports ● Still life ● Architecture ● Nature	12.5%	6
6	Scope of Photography and Practical Exercises ● Working on a photography project ● Freelance photography ● Earning sources in photography ● Future of Photography in India ● Practicals: Students have to complete and submit a record notebook from the following set of exercises to the faculty member at the end of the semester for evaluation.	18%	7

	• How to use the DSLR camera • Different modes of photography and its uses • Different types of photography • Basic photo editing tools		
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Rationale: At the end of the course, students will be able to use computer technology to create, print, store, transmit, and manipulate images without the need for chemical processing. Instead of film, most digital cameras use built-in and/or removable solid-state flash memory.

Course Objective:

Through this course, the students will be able to learn:

- Various camera formats and viewfinder systems
- Different types of camera accessories and types of lenses
- Various elements of the camera
- Composition and different types of camera modes
- Different types of photography and post-production techniques
- Opportunities in the field of photography

Course outcome:

After completion of this course, the students will be able to:

- Identify cameras according to formats and viewfinder systems
- Explore different types of camera accessories and types of lenses
- Understand various elements of the Camera
- Understand Composition and different types of Camera modes
- Evaluate different types of photography and post-production techniques
- Explore opportunities in the field of photography

Teaching and Examination Scheme										
Teaching Scheme					Examination Scheme					Total
Lecture Hrs/	Tutorial Hrs/	Lab Hrs/	Hrs/	Credit	Internal Marks			External Marks		
					T	CE	P	T	P	
2	0	2	-	4	20	20	-	60	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Reference Books

Patel, N. (2021). Digital Photography Complete Course: Everything you need to know in 20 weeks, DK Publishers, USA.

Gatcum, C., (2016). Beginner's Photography Guide 2nd Edition: The Ultimate Step-by-Step Manual for Getting the Most from your Digital Camera, DK Publishers, United Kingdom.

Peterson, B., (2016). Understanding Exposure 4th Edition, Amphoto Books, News Delhi, India.

Peterson, B., Schellenberg, S.H. (2017). Understanding Color in Photography: Using Color, Composition, and Exposure to Create Vivid Photos, Watson-Guptill Publishers, New Delhi, India.

Peterson, B., (2021). Bryan Peterson Photography School: A Master Class in Creating Outstanding Images, Watson-Guptill Publishers, New Delhi, India.

PARUL UNIVERSITY - FACULTY OF LIBERAL ARTS
Department of Mass Communication and Journalism
BA (JMC) Programme- SEM- SYLLABUS
Writing and Editing for Print Media

Type of Course:

- BA(JMC)

Prerequisite:

- Knowledge of English Language studied till 12th Standard
- Basic General Knowledge.

Rationale:

- The course seeks to equip students with the skills of writing news reports and introduce them to other types of content in the media, focusing primarily on the print medium.
- The students will be taken through a series of structured lectures on various aspects of writing for the media and practical sessions where they will be trained to write real news stories based on the events/issues.

Course outcome:

- At the end of the course, the students will be able to define news
- Students will be able to describe various principles reporting
- Students will discover various beats including crime reporting
- Students will identify difference between various kinds of specialized reporting like Sports, business and environment
- They will become aware of various aspects of Political reporting
- They will be able to describe news related to war, conflict and embassy

Teaching Scheme			Credit	Examination Scheme					Total
Lect Hrs/ Week	Tut Hrs/ Week	Lab Hrs/ Week		External		Internal			
				T	P	T	CE	P	
4		0	4	60	-	20	20		100

Lect - Lecture, **Tut** - Tutorial, **Lab** - Lab, **T** - Theory, **P** - Practical, **CE**- Continuous evaluation, **T** - Theory, **P** - Practical

Unit	Topic	Weightage	Teaching Hrs.
1	Journalism and News ● Definition & Understanding Journalism ● News ● News Selection ● Types of News ● Structure of News ● Assignment	12.5%	12

2	Reporting and Ethics ● Principles of Reporting ● Yellow Journalism ● Sources ● Embargo ● Follow-up ● Assignment	12.5%	12
3	Beat Reporting ● Beat Reporting Definition and Concept ● Crime Reporting ● Court Reporting ● Civic Reporting ● Assignment	12.5%	06
4	Specialized Reporting ● Sports Reporting ● Film Reporting ● Business Reporting ● Health Reporting ● Environment Reporting ● Assignment	12.5%	06
5	Political Reporting ● Political Reporting ● Assembly & Parliament Reporting ● Election Reporting ● Political Party Reporting ● Assignment	12.5%	06
6	Special beats ● Embassy Reporting ● War & Conflict Reporting ● Investigative Reporting ● Rural Reporting ● Assignment	12.5%	12

Continuous Evaluation Method:

●—It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

Reference books

Gupta, V. A. (2012). *Handbook of Mass Communication* . Concept Publishing Company Pvt. Ltd.
Kumar, K (2012), “Mass Communication in India”, Jaico Publishing

Writing & Reporting Practical:

- Exercises:
- Discussion and analysis of news in newspapers, Practical assignment Translation, Proof Reading,
- The students will be required to submit the work at the end of semester for the assessment.

PARUL UNIVERSITY**FACULTY OF ARTS****Department of Mass Communication and Journalism****BA (JMC) Programme- SEM-2 SYLLABUS****MEDIA LAWS AND ETHICS****Type of Course:**

- BA(JMC)

Prerequisite:

- Basic General Knowledge.

Rationale:

- Indian constitution is considered to be the sacred book of democracy. As a student of mass communication will give them knowledge of constitution as well as various laws and ethics associated with media.

Course outcome:

- Students will able to differentiate between types of events.

Teaching Scheme			Credit	Examination Scheme					Total
Lect Hrs/ Week	Tut Hrs/ Week	Lab Hrs/ Week		External		Internal			
				T	P	T	CE	P	
3	-	-	3	60	-	20	20		100

Lect - Lecture, **Tut** - Tutorial, **Lab** - Lab, **T** - Theory, **P** - Practical, **CE**- Continuous evaluation, **T** - Theory, **P** - Practical

Unit	Topic	Weightage	Teaching Hrs.
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1	Indian constitution ● Preamble ● Federal system ● Fundamental rights ● Directive principles of state policy ● Fundamental duties ● Union and State Legislatures ● Special Provisions Relating to Certain Classes ● Amendment of the Constitution	12.5%	10
2	Media Laws ● Media Laws and Constitutional ● Media Laws and Regulatory Framework ● Initiatives in Media Laws Utilities – Fire Brigade, Ambulance, Catering, Electricity, Water, Taxes Applicable	12.5%	5
3	Law on Information ● Intellectual Property law ● Emergence ● Copyright law ● Cyber law ● Right to information	12.5%	9
4	Event marketing, advertising and public Relations ● 7 C's of event management ● Nature of Marketing, Process of marketing ● Marketing mix, Sponsorship, Image, Branding, Advertising and Publicity ● Introduction to Public Relations Concept, Nature, Importance and Limitations ● Public Relation Strategy and Planning ● Sessions – Writings for Public Relations.	12.5%	7
5	Media Ethics ● Planning of Corporate Event ● Job Responsibility of Corporate Events Organizer ● Arrangements ● Budgeting ● Safety of Guests and Participants ● Creating Blueprint ● Need for entertainment in Corporate Events and Reporting	12.5%	7

6	Case Studies ● Case studies (Wizcraft, Cineyug, DNA Experience MSME Industry) ● Business opportunity research ● Business plan preparation ● Managing an event ● Financial Management	12.5%	7
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Evaluation Method:

- It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

Reference Books:

- Mhiripiri, N., & Chari, T. (2017). *Media law, ethics, and policy in the digital age*. IGI Global.
- Mishra, A. K. (2020). *Media laws in India: A brief observation*. Notion Press.
- NEELAMALAR, M. (2009). *Media law and ethics*. PHI Learning Pvt.
- Ravindranath, P. K. (2004). *Press laws and ethics of journalism*.

BA (JMC) Programme- SEM-2 SYLLABUS
Introduction to News Room

Type of Course:

- BA(JMC)

Prerequisite:

- Knowledge of English Language studied till 12th Standard
- Basic General Knowledge.

Rationale:

- It is important for students to know the hierarchy in the media house. The course will describe the organizational structure, function and responsibilities of each person.

Course outcome:

- At the end of the course, the students will be able to differentiate between different beat reporters
- Students will be able to identify various positions and roles in media organization.
- Students will be able to define functions of news agencies.
- Students will be able to recognize the online newsroom setup.
- Students will be able to recognize various desks of a television newsroom.
- Students will be able to identify various departments of the news channel.

Teaching Scheme			Cre dit	Examination Scheme					Tot al
Lect Hrs/ Wee k	Tut Hrs / We ek	Lab Hr s/ W ee k		External		Internal			
				T	P	T	CE	P	
3		1	3	60	-	20	20		100

Lect - Lecture, **Tut** - Tutorial, **Lab** - Lab, **T** - Theory, **P** - Practical, **CE**- Continuous evaluation, **T** - Theory, **P** - Practical

Unit	Topic	Weightage	Teaching Hrs.
1	Newsroom ● Reporting Room ● Reporter ● Different types of reporters ● Hierarchy in Newsroom ● News Bureau ● Departments of Newspaper	18%	12
2	News Desk ● Sub Editor ● News Editor ● Hierarchy on News Desk ● Page Designers ● Translation ● Proof-Reading	18%	12

3	Agencies & Creative • Agencies • Cartoonist and Illustrators • Photographers • Columnists	12.5%	08
4	Online Newsroom Setup: • Print Media • Electronic Media • Stand-Alone Online Newsroom Setup.	12.5%	08
5	Television newsroom vocabulary • Terminologies related with TV news channel • Assignment/Input Desk • Output Desk • PCR • MCR • How newsroom functions • Departments of Doordarshan	12.5%	08
6	Other departments in Private News Channel • OB Van • Studio • Makeup room • It department • VO studio • HR department • Social media department • Marketing department • Revenue department • Advertisement department etc.	18%	12

Evaluation Method:

- It consists of Assignments/Seminars/Presentations/Quizzes/WAC Tests

Reference Books:

- Quinn, S. (2013). *Knowledge management in the digital newsroom*. Taylor & Francis.
- Wahl-Jorgensen, K., & Hanitzsch, T. (2009). *The handbook of journalism studies*. Routledge.
- Aggarwal, V. B., & Gupta, V. S. (2001). *Handbook of journalism and mass communication*. Concept Publishing Company.

Writing & Reporting Practical:

- Discussion and analysis of news in newspapers, visiting newspaper and television organizations
- The students will be required to submit the work at the end of semester for the assessment.

Understanding of Social Media

Prerequisite:

- Knowledge of English Language
- Basic Knowledge of Mass Communication and General Knowledge

Rationale:

To introduce the concept of social media and Social Media Discourse. To make them familiar with different social media platforms

Course Objectives:

Through this course the students will be able to learn:

- The code of ethics of using social media.
- The understanding of different social media platforms.
- The concept of Web1.0, web 2.0 and web 3.0.

Course Outcomes:

After completion of this course the students will be able to:

- To understand the concept of social media and debates associated with it.
- To acquire the knowledge of social media ethics
- To handle effectively their social media appearance

Teaching and Examination Scheme:

Teaching Schemes				Examination Schemes					
Lecture Hrs/ Week	Tutor Hrs/ Week	Lab Hrs/ Week	Credit	External		Internal			Total
4	0	0	4	T	P	T	CE	P	100
				60	-	20	20	-	

Lect - Lecture, **Tut** - Tutorial, **Lab** - Lab, **T** - Theory, **P** - Practical, **CE**- Continuous evaluation, **T** - Theory, **P** - Practical

Unit	Topic	Weightage	Teaching Hour
1	Unit- 1 – Introduction to Social Media • Impact of Internet • Characteristics • Key roles played by social media • Key challenges posed by social media • Terminologies • History of Social media		
2	Unit – 2 Types of Social Media • Common Features of social media • Facebook • Twitter • Instagram • Whatsapp		
3	Unit – 3 Social Media, Ethics, and Guidelines • YouTube – Usage, ethics, policies, and guidelines		

	● Pinterest – Usage, ethics, policies, and guidelines ● Instagram, and Wikis – Usage, ethics, policies, and guideline		
4	Unit-4 Behavioral aspects of Social Media ● Social Media and Demographics ● Social Media Users and their perception ● Identity and Engagements ● Benefits and Risks		
5	Unit-5 Defining Moments ● Me too ● CAA ● CAA, Covid Pandemic ● Lockdown ● Farmers' Movement		
6	Unit-6 Exercises ● Create a digital poster ● Create a Twitter account, and use it to engage with users and tweet your views for an week ● Create a YouTube channel and upload one vlog ● Create an Instagram reel		

Continuous Evaluation:

It consists of Assignments/Seminars/Presentations/Quizzes/SurpriseTests (Summative/MCQ) etc.

Reference Books

1.	Social Media: A Critical Introduction By Christian Fuchs, Sage Publication Ltd. New York
2.	Digital Media and Society: An Introduction By Adrian Athique ; Polity Press, London
3.	The WikiLeaks Files: The World According to US Empire By WikiLeaks and Verso Books, London

Semester 4
Creative Writing for Beginners

Prerequisite:

- Knowledge of English Language studied till 12th Standard
- Basic Knowledge of Mass Communication
- General Knowledge

Rationale:

This course is intended to take the students through the various concepts and aspects of creative writing. The course will also teach them the various forms of writing, creative writing, publishing, etc.

Course Objective:

Through this course, the students will be able to learn:

- the concept of creative writing
- the process of writing poetry, fiction, drama
- the Art and craft of writing
- the various modes of creative writing

Course outcome:

After completion of this course, the students will be able to:

- Understand the concept of creative writing
- Familiarization with the process of writing poetry, fiction, drama
- Articulate the Art and craft of writing
- Sketch the various modes of creative writing
- Write articles for publication

Teaching Scheme			Credit	Examination Scheme					Total
Lect Hrs/ Week	Tut Hrs/ Week	Lab Hrs/ Week		External		Internal			
				T	P	T	CE	P	
4	0	0	4	60	-	20	20	-	100

Lect - Lecture, **Tut** - Tutorial, **Lab** - Lab, **T** - Theory, **P** - Practical, **CE**- Continuous evaluation, **T** - Theory, **P** - Practical

Content: -

Unit	Topic	Weightage	Teaching Hrs.
1	Creative Writing Fundamentals • Creativity and inspiration • Art, Propaganda, Madness, and Imagination • Creative Writing • The importance of reading	16.6%	09
2	The Art and Craft of Creative Writing • Tropes, figures, and style • Register - formal, informal usage varieties of English Language and gender-disordered language • Playing with words - Grammar and Word order • Tenses and time grammatical differences	16.6%	09
3	Modes of Creative Writing • A) Poetry Definitions, functions of language – poetry, and prose-shape Form and technique-rhyme Andreason-fixed Forms Free Verse-modes of poetry: Lyrical, Narrative, dramatic voices- Indian English poets-interview-verse for children Problems with writing poetry • B) Fiction Fiction, Non-fiction -the importance of history Literary and popular fiction Short Stories and Novel writing	16.6%	09

	Fiction For Children – Children’s Literature • C) Drama Drama plot-characterization Verbal and nonverbal elements Overview of Indian English theatre styles of contemporary theatre Indian playwrights Writing for films – screenplay Children’s theatre, writing drama		
4	Writing for the Media • Print Media • Broadcast Media • Internet • Advertising	16.6%	09
5	Publications and Publishing • Proofreading • Editing • Copy editing and copy-editing symbols • Manuscripts and submission of Manuscripts for publishing	16.6%	09
6	Practicals and Reading • POETRY Wordsworth: The Solitary Reaper Robert Frost: Stopping by the Woods on a Snowy Evening Shakespeare: Shall I compare thee to a summer’s day? Pablo Neruda: Tonight I Can Write Wole Soyinka: Telephone Conversation Tagore: Where the Mind is Without Fear Emily Dickinson: It’s Such a Little Thing • FICTION Henry: The Last Leaf Prem Chand: Resignation Chinua Achebe: Marriage is a Private Affair Anton Chekhov: The Grief Saki: The Open Window • DRAMA Shakespeare: The Merchant of Venice(The Trial Scene) Stanley Houghton: The Dear Departed Tagore: Chandalika Chekhov: The Bear	16.6%	09

Evaluation Method:

- It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

Essential Reading:

- Neira Dev, A., Marwah, A., & Pal, S. (2009). Creative Writing: A Beginner’s Manual. Dorling Kindersley (India) Pvt. Ltd

Reference Books:

- Barnet, S. (1975). A short guide to writing about literature. Pearson Education India
- Bennett, H. (2001). Write from the Heart: Unleashing the power of your creativity, Revised Edition
- Scholes, R., Klaus, C. H., Comley, N. R., & Silverman, M. (1991). Elements of literature: Essay, fiction, poetry, drama, film

FACULTY OF LIBERAL ARTS
Department of Journalism and Mass Communication
Semester 3
Principles of Event Management

Course: B.ARTS

Semester: 3

Prerequisite: Knowledge of English Language studied till 12th Standard and Basic Knowledge of Mass Communication and General Knowledge |

Rationale: -It is the planning and management of an event or activity. It involves studying the intricacies of the brand, identifying the target audience, devising the event concept, planning the logistics and co-ordinating the technical aspects before actually executing the moralities of the proposed event.

Course Content		W - Weightage (%) , T - Teaching hours	
Sr.	Topics	W	T
1	Unit- 1 – Introduction to Event Management - Event- Definition - Nature & Importance - Why event management? - Decision makers- Event Managers - Terminologies	25	12
2	Unit – 2 Classifications of Events - Categories - Types of events - Benefits of events - Functions of event	25	11
3	Unit – 3 Event committee & Planning - Event committee structure - Coordination among committees - Event Planning - SWOC Analysis	25	11
4	Unit-4 Marketing and Promotion of an event - Event marketing - Five Ps of Event Marketing - Sponsorships - Event Promotion	25	11
5	Unit-5 Risk Management - Risks Associated with Events - Risk insurance - Methods for Identifying Risks		

6	Unit-6 Event Proposal								
	• Preparation for Event Proposal • Writing an Event Proposal • Proforma for Approval • Actual Proposal • Event Proposal Guide								

Teaching and Examination Scheme

Teaching Scheme					Examination Scheme					Total
Lecture Hrs/	Tutorial Hrs/	Lab Hrs/	Hrs/	Credit	Internal Marks			External Marks		
					T	C	P	T	P	
4	0	-	-	4	2	2	-	6	-	10
					0	0		0		0

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Reference Books

1.	Event Management and marketing By Sharma A., Arora S. (2018) Bharti publications, New Delhi
2.	Event Management By Chaudhary Bhavana, Bhiwandiwalla H. (2019) Nirali Publications
3.	Event management and Marketing By Gaur S.S., Saggere Sanjay
4.	Event Management - A Zero Investment Startup Business By Bhattarcharjee A, (2020) penman Books

Course: B.ARTS

Semester: 5

Prerequisite: Knowledge of the English Language studied till 12th Standard and Basic Knowledge of Mass Communication and General Knowledge

- **Rationale:** - The course prepares students to use critical, aesthetic, and technical skills to make short films. They learn how to make a film in a low or ultra-low budget and tell a story in a short time on screen.

Teaching and Examination Scheme

Teaching Scheme					Examination Scheme					Total
Lecture Hrs/	Tutorial Hrs/	Lab Hrs/	Hrs/	Credit	Internal Marks			External Marks		
					T	CE	P	T	P	
3	0	2	-	4	20	20	-	60	-	100

SEE - Semester End Examination, **CIA** - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

W - Weightage (%) , **T** - Teaching hours

Sr.	Topics	W	T
1	Introduction to Films ● Film language. ● Film and the art of deception. ● The evolution of fictional films. ● Defining the Short Film.	18%	7
2	Developing the Idea ● Idea to Script ● Screenplay Format ● Story Board ● Testing the script ● Shot division	18%	9
3	Pre-production ● Location Scouting ● Casting ● Scheduling ● Budgeting ● List of Requirements ● Permissions ● Sample Pre-Production Schedule ● Daily Prep Schedules ● More on Logs and Sign-Out Sheets ● The Executive Staff List. ● The Cast List ● Pre-Production Checklist ● Insurance Policies	12.5%	7
4	Production ● Launching Production ● Working with Actors	12.5%	9

	• Working with Crew • Directing the Camera • Call Sheets and Production Reports • Paperwork from the Set • The Script Supervisor's Role • The Day Before • Reshoots • Daily Wrap		
5	Post Production • Shooting on Film • Shooting Digitally • Editing • Post Production Sound • Schedules and Workflow • Screen Credits	12.5 %	6
6	Practical Low-Budget Filmmaking • General Suggestions for Low- and Ultra-Low-Budget Films • Filming on a Shoestring • What Is It? • How Does It Work? • What to Include in the Proposal? • Short Films • Marrying Creativity with Business • Film Festivals • Direct-to-DVD • Documentaries • More on Marketing • Music for Your Film .	18%	7

Reference Books

1.	Honthaner, E. L. (2013). The complete film production handbook. Routledge.
2.	Rabiger, m. & Hurbis Cherrier ,M. (2013). Directing: Film Techniques and Aesthetics, Routledge.
3.	Linda J. Cowgill (2005). Writing Short Films: Structure and Content for Screenwriters, Lone Eagle.
4.	Bob Harley (2009). How to Make Your Own Video or Short Film: All You Need to Know to Make Your Own Ideas Shine, howtobooks

Course Outcome**After Learning the Course the students shall be able to:**

On completion of the course the students should be able to:

- After learning the course, the students shall be able to:
- Understand nuances of script writing.
- Know the different stages of pre-production.
- Explore the steps in the production stage.
- Comprehend the nuances of post-production.
- Know the tactics to make low budget films.

PARUL UNIVERSITY
FACULTY OF LIBERAL ARTS
Department of Journalism and Mass Communication
Semester 7
Basics of Advertising

Prerequisite:

- Knowledge of English Language studied till 12th Standard
- Basic Knowledge of Mass Communication
- General Knowledge

Rationale:

This course is intended to explain the importance and history of Advertising. The various features and important types of Advertising. It also discusses the importance of Advertisement planning and the main parts of an Advertisement, the role, and structure of the Advertising Agency & Advertising ethics.

Course Objective:**Through this course, the students will be able to learn:**

- Concept of Advertising
- Classify types of Advertising
- Ethics in Advertising
- Various case studies in Advertising

Course outcome:**After completion of this course, the students will be able to:**

- Understand the evolution of the Advertising Industry
- Define the basic concepts of Advertising
- Understand the structure, and functions of an Ad Agency
- Articulate the ethics in advertising
- Understand Account and Media Planning
- Analyze different case studies in Advertising and the contributions of key personalities

Teaching Scheme			Credit	Examination Scheme					Total
Lect Hrs/Week	Tut Hrs/Week	Lab Hrs/Week		External		Internal			
				T	P	T	CE	P	

4	0	0	4	60	-	20	20	100
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Lect - Lecture, **Tut** - Tutorial, **Lab** - Lab, **T** - Theory, **P** - Practical, **CE**- Continuous evaluation, **T** - Theory, **P** - Practical

Content: -

Unit	Topic	Weightage	Teaching Hrs.
1	History and Evolution of Advertising - Advertisement: Definition, Meaning & Concept - History & Development of Advertising - History & Growth of Advertising - Advertising in the Early 20th Century - Post – Independence Advertising	16.6%	09
2	Advertising Fundamentals - Features of Advertising - Functions of Advertising - Types of Advertising - Objectives of Advertising - Principles of Advertising - Importance of Advertising	16.6%	09
3	Advertising Agencies - Roles of Advertising Agency - Functions of Advertising Agency - Types of Advertising Agencies - Structure of Advertising Agency - Different Advertising Agencies (India & Abroad) - Important personalities in Advertising Industry: David Ogilvy Piyush Pandey Prasoon Joshi R. Balki Pralhad Kakkar	16.6%	09
4	Advertising Ethics - Ethics & Morals of Advertising - Benefit of Advertising - Harm Done by Advertising - Ethical Advertising Standards - ASCI's code	16.6%	09
5	Account Planning - Account Planning - Media Planning - Media Buying and Selling - Testing the Effectiveness of Advertisements	16.6%	09
6	Case Studies, Ad Campaigns - Advertising and Corporate Social Responsibility - Case studies in Advertising - Advertising Campaigns - Planning for Ad Campaigning	16.6%	09

Evaluation Method:

- It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

Essential Reading:

- Kumar, K. J. (2020). Mass Communication in India. Jaico Publishing House

Reference Books:

- De Fleur, M. L., & De Fleur, M. H. (2016). Mass communication theories: Explaining origins, processes, and effects. Routledge
- Kumar, K. J. (2020). Mass Communication in India. Jaico Publishing House
- Laughey, D. (2008). Key Themes in Media Theory. Rawat Publications
- Mogaji, E. (2021). Introduction to Advertising Understanding and Managing the Advertising Process, Routledge