

Learning Outcomes based Curriculum Framework (LOCF)

For

**B.A. Digital Journalism
(Four Year Degree Programme)**

w.e.f. 2022-23



University Centre for Graduate Studies

Chaudhary Devi Lal University

Sirsa-125055, Haryana

2022

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SCHEME OF BA DIGITAL JOURNALISM

Semester	Core Course (CC) compulsory (6 credit each)	Discipline Specific Elective (DSE) (6 credit each)	Ability Enhancement Compulsory Course (AECC) (4 credit each)	Skill Enhancement course (SEC) (4 credit each)	Generic Elective Course (6 credit each)	Total credits
3	BA/DJ/3/CC5 Introduction to Electronic Media				BA/DJ/3/GEC-3 Basics of Computer	28
	BA/DJ/3/CC6 Web & Mobile Journalism					
	BA/DJ/3/CC7 Creative Writing Skills					
				BA/DJ/3/SEC-2 Communication Skills		
4	BA/DJ/4/CC8 Information Communication Technology			BA/DJ/4/SEC3 Media Production	BA/DJ/4/GEC4 Sports Journalism	28
	BA/DJ/4/CC9 Traditional Media					
	BA/DJ/4/CC10 Graphics & Animation					

Entry and Credit Requirements at Various Levels of Programme of Study

Completion Level of Programme	Programme Name	Required Credits
After Successful completion of 1 st Year	Certificate Course in Digital Journalism	40-44hours
After Successful completion of 2 nd Year	Diploma in Digital journalism	80-88hours
After Successful completion of 3 rd Year	B.A. in Digital Journalism	120-132hours
After Successful completion of 4 th Year	B.A. in Digital Journalism with Research	160-176hours

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INTRODUCTION TO ELECTRONIC MEDIA
BA/DJ/3/CC5

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/DJ/3/CC5	5	1	0	6

Course Objective: The course objective is to understand the working pattern of electronic media including basic techniques of broadcasting, its growth and development. It will conceptualize various programme production for radio, television and Internet.

Course Outcomes:

- CO1:** Students will be able to understand the working pattern of electronic media platform.
CO2: Students will be able to familiarize the students with the basic techniques of broadcasting.
CO3: Students will be able to have an understanding of electronic media content creation.
CO4: Students will be having the knowledge of script writing.

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks. All the other questions shall carry 15 marks each.

Course Contents:

Module – I

- 1.1 History and development of radio broadcasting in India
- 1.2 Structure and functions of AIR
- 1.3 Different types of radio stations.
- 1.4 Various Committees: Chanda Committee, Vargeese Committee, PrasarBharti Act

Module – II

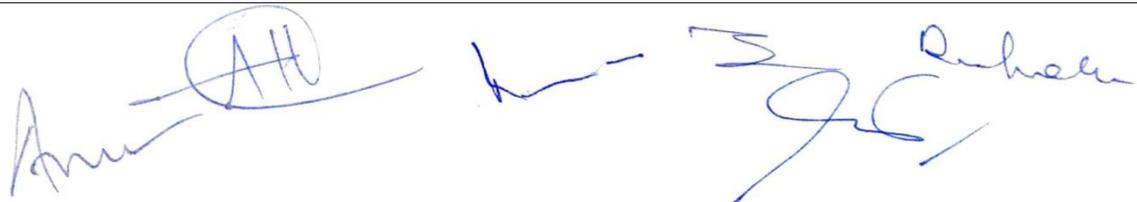
- 2.1 History & Development of TV Broadcasting in India
- 2.2 PC Joshi Committee, SITE Experiment
- 2.3 Structure & Functions of Doordarshan.
- 2.4 Programme pattern of TV News Channels.

Module – III

- 3.1 Writing for Radio: Various formats for Radio News Programme
- 3.2 Radio News Bulletin.
- 3.3 Television Programmes Formats: Fictional Programmes and Non-Fictional Programmes
- 3.4 Scripting: Concept, objectives & presentation (Voice Quality, Modulation & Pronunciation)

Module – IV

- 4.1 Internet and its functions
- 4.2 Search and Conceptualization of online material
- 4.3 Major Newspapers, Magazines and their E-papers on internet
- 4.4 Characteristics of TV, Radio & web media.



Student's Activity:

1. For Radio: Students will write a brief history of famous programme presenters and their programmes of Radio.
2. For Television: Students will identify the famous Television serial from the history that had a great influence on the people and will write a brief story of that serial.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Online Educational Resources:

1. <https://www.nimcj.org/blog-detail/a-brief-history-of-broadcast-journalism-in-india.html>
2. <https://journals.sagepub.com/doi/pdf/10.1177/037698360202900228>
3. <https://www.indianfolk.com/history-journey-radio-broadcasting-edited/>
4. <http://prasarbharati.gov.in/AIR/aboutair.php>
5. <https://india.mom-rsf.org/en/context/history/>
6. <http://www.nimc-india.com/history-mass-media-india.html>

Suggested Readings:

1. Chatterji, P.C. (1993) — “ Indian Broadcasting”.
2. David Page and William Crawley (2001). Satellites over South Asia: Broadcasting, culture, and the Public Interest, Sage Publications.
3. Keith, Michael C & Krause, Joseph M. (1989) — “The Radio Station” published by Focal Press, Boston, London.
4. Keval J Kumar (2012). Mass Communication in India (4th edn), Mumbai: Jaico Publishing House.
5. M. Butcher (2003). Transnational Television, Cultural Identity and Change: When STAR Came to India, New Delhi: Sage.
6. Nalin Mehta (2008). Television in India: Satellites, Politics and Cultural Change, Oxon: Routledge
7. Walter McDowell (2006). Broadcast Television: A Complete Guide to the Industry, New York: Peter Lang.

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.

INTRODUCTION TO ELECTRONIC MEDIA

CO-PO Mapping Matrix

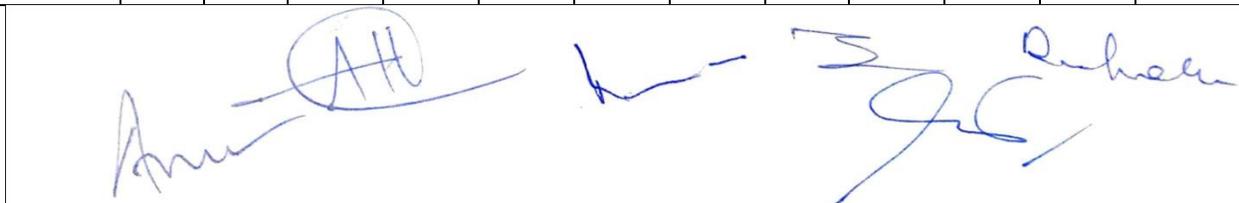
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	3	3	2.5
LO-2	3	3	3	2.5	2.5	3	2.5	3
LO-3	3	3	3	3	2.5	3	3	3
LO-4	3	3	3	3	3	2.5	2.5	2
Average	3	3	3	2.75	2.75	2.87	2.75	2.62

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	2.5	2.5	2.5
LO-3	3	3	2	2.5	2
LO-4	3	3	2.5	3	2.5
Average	3	3	2.5	2.75	2.5

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	3	3	2.5	3	3	3	3	3
LO-2	3	3	3	2.5	2.5	3	2.5	3	3	3	2.5	2.5	2.5
LO-3	3	3	3	3	2.5	3	3	3	3	3	2	2.5	2
LO-4	3	3	3	3	3	2.5	2.5	2	3	3	2.5	3	2.5
Average	3	3	3	2.75	2.75	2.87	2.75	2.62	3	3	2.5	2.75	2.5



BA Mass Communication
WEB & MOBILE JOURNALISM
BA/DJ/3/CC6

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/DJ/3/CC6	5	1	0	6

Course Objective: The course objective is to understand the basics of web & Mobile Journalism. Students also gain proficiency in specific uses of various types of digital media platforms and it will also provide understanding of etiquette of various social media.

Course Outcomes:

CO1: Students would gain understanding the concepts of web and social media.

CO2: Students would be able to utilize web & mobile tools for different developmental activities.

CO3: Students would be able to gain understanding of cyber ethics.

CO4: Students will comprehend the functionalities of mobile applications in journalism.

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks . All the other questions shall carry 15 marks each.

Course Contents:

Module – I

- 1.1 Web Journalism-Introduction & Characteristics.
- 1.2 Foundations of web Journalism
- 1.3 Web news portal and E-paper
- 1.4 Web portal-layout & designing

Module – II

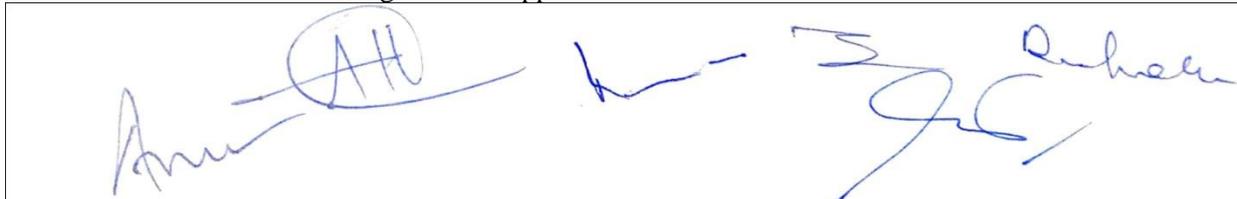
- 2.1 Citizen Journalism-blogs, vlogs, social media& podcasts.
- 2.2 Freelancing on the web media.
- 2.3 Online editing, layout & design.
- 2.4 Web as a Reporting Source.

Module – III

- 3.1 Marketing for web-SEO, AdSense, AdWords, PPC, Pops, Ad-Blocks, Direct Mails.
- 3.2 Role of Mobile in Live streaming,
- 3.3 OTT- concept, content opportunity & scope.
- 3.4 Advertisement on web & mobile applications.

Module – IV

- 4.1 Mobile journalism- Origins and Characteristics.
- 4.2 Differences and similarities in modes and applications of conventional journalism and mobile journalism.
- 4.3 Mobile news gathering– three open source voice, text and video applications.
- 4.4 Information revolution through Mobile applications.



Student's Activity:

1. Creating Blogs and writing.
2. Using FB, Twitter for social messages.
3. Analysis of Professional Facebook pages.
4. Any assignment given by concerned faculty.

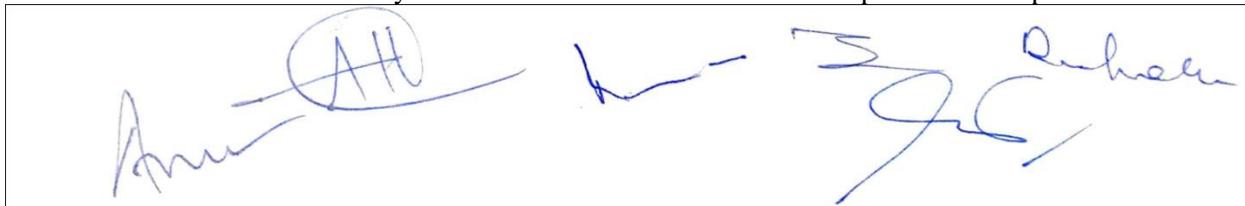
Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Suggested Readings:

1. AnkitLal ,India Social, Hachette India 2017.
2. Rogers M. Everett, Communication Technology: The New Media Society, The Free Press, Collier Macmillan Publisher, London, 1986.
3. Michael Mandiberg, The Social Media Reader (eBook)
4. Tim Cigelske, Analytics to Action: A Guide to Social Media Measurement, Amazon Asia-Pacific Holdings Private Limited, 2017.
5. Dizard Wilson Jr. Old Media, New Mass Communication in the information Age, 2nd rd. Longman, New York, 1997.
6. Webster Frank, Theories of the information Society Routledge, New York, 1995.

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.



WEB & MOBILE JOURNALISM

CO-PO Mapping Matrix

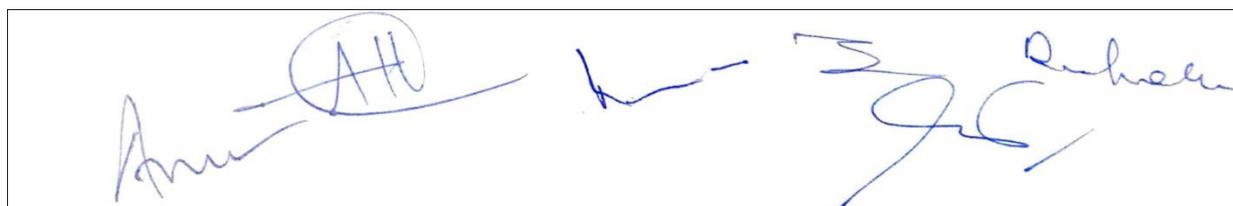
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	3	3	2.5
LO-2	3	3	3	2.5	2.5	3	2.5	3
LO-3	3	3	3	3	2.5	3	3	3
LO-4	3	3	3	3	3	2.5	2.5	2
Average	3	3	3	2.75	2.75	2.87	2.75	2.62

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	2.5	2.5	2.5
LO-3	3	3	2	2.5	2
LO-4	3	3	2.5	3	2.5
Average	3	3	2.5	2.75	2.5

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	3	3	2.5	3	3	3	3	3
LO-2	3	3	3	2.5	2.5	3	2.5	3	3	3	2.5	2.5	2.5
LO-3	3	3	3	3	2.5	3	3	3	3	3	2	2.5	2
LO-4	3	3	3	3	3	2.5	2.5	2	3	3	2.5	3	2.5
Average	3	3	3	2.75	2.75	2.87	2.75	2.62	3	3	2.5	2.75	2.5



BA Mass Communication
CREATIVE WRITING SKILLS
BA/DJ/3/CC7

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/DJ/3/CC7	5	1	0	6

Objectives: Imparting the students the knowledge about basic skills of writing not only for personal and official use but also for Media. To identify and analyse the need and importance of creative writing for Media. To provide the students in-depth and fundamental knowledge about creative writing in order to make them communicate its importance of in a better way.

Course Outcomes:

- CO1. Students will be able to learn the fundamental of writing
- CO2. Students will be able to news story in systematic way.
- CO3. Students will be able to write features and articles with prescribe format.
- CO4. Students will be able to write press releases and development articles.

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks . All the other questions shall carry 15 marks each.

Module – I

- 1.1 Script: Meaning and types of script
- 1.2 Role of a scriptwriter in media
- 1.3 Elements of good script
- 1.4 Process of scripting: idea formation, Opening and concluding

Module – II

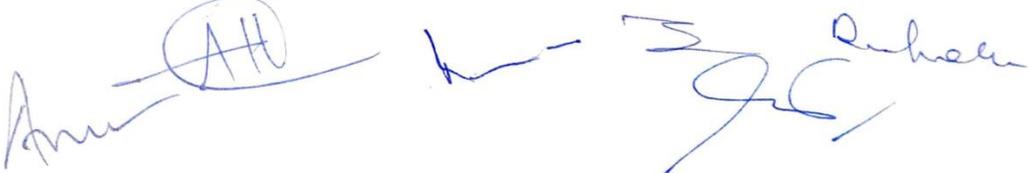
- 2.1 Writing for visuals
- 2.2 Concept of spoken language
- 2.3 Relationship between narration and visuals Script layout: treatment, screenplay, shooting and editing script etc.

Module – III

- 3.1 Writing to sound
- 3.2 Elements of radio scripts for various formats
- 3.3 Stages of scripting and editing
- 3.4 Writing for different programme genres

Module – IV

- 4.1 Features of web writing
- 4.2 Techniques of web writing
- 4.3 Experimentation with language on internet
- 4.4 Emerging internet language in e-mail and net chatting, Blogging



BA Mass Communication

COMMUNICATION SKILLS

BA/DJ/3/SEC-2

Time Allowed: 3 Hours

Max. Marks: 100

Theory Exam-70

Internal Assessment-30

Course Code	L	T	P	Total
BA/DJ/3/SEC-2	5	1	0	6

Course Objective: The course objective is to build the leadership and interpersonal skills of students. The skills learned in this course will help a student to create an understanding of impactful writing as well as employability skills in professional and personal life besides adding to their skills as a mass communication practitioner.

Course Outcomes:

CO1: Students will have the knowledge about the elements of effective communication skills.

CO2: Students will be able to have the understanding of impactful writing.

CO3: Students would be able to understand the significance of speech communication.

CO4: Students will be having the knowledge of employment communication.

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks . All the other questions shall carry 15 marks each.

Course Contents: -

Module I

- 1.1 Need for Effective communication, Language & Communication
- 1.2 Types of General Communication and Professional Communication
- 1.3 Improving Writing skills
- 1.4 Essentials of good Writing styles expressions & words to be avoided

Module II

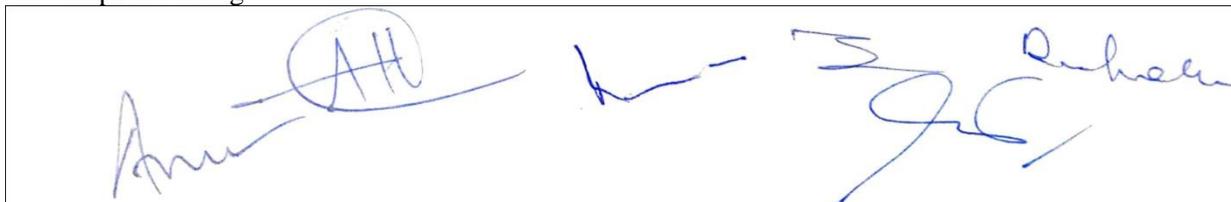
- 2.1 Developing Effective Listening Skills
- 2.2 Types of listening
- 2.3 Barriers to effective listening and their Remedies
- 2.4 Techniques for Effective Listening

Module III

- 3.1 Presentation Technique: Audio and Video
- 3.2 Public Speaking skills
- 3.3 Reading skills: purpose, audience, locale, steps in making presentation
- 3.4 Conversation and Role play

Module IV

- 4.1 Writing skills: Emails, Blog Writing
- 4.2 Business Letters: Memo, Minutes, Notices
- 4.3 Job application & CV preparation
- 4.4 Report Writing



Student Activity:

1. Submit any five case study assignment that illustrate effective communication.
2. Classroom presentations on contemporary issues.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

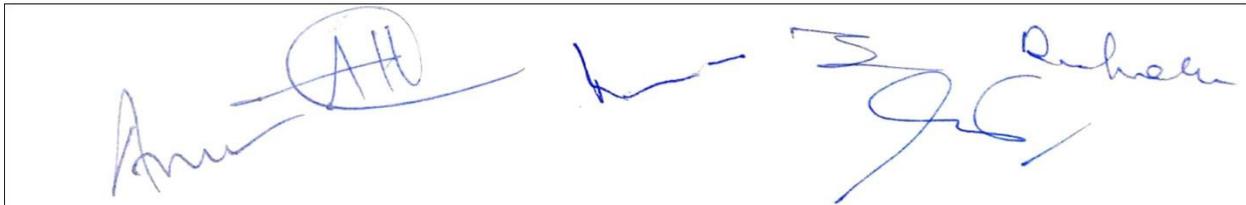
1. <https://blog.smarp.com/top-5-communication-skills-and-how-to-improve-them>
2. <https://www.skillsyouneed.com/ips/improving-communication.html>
3. <https://www.skillsyouneed.com/ips/verbal-communication.html>
4. <https://www.mindtools.com/page8.html>
5. <https://www.habitsforwellbeing.com/9-effective-communication-skills/>
6. <https://www.northeastern.edu/graduate/blog/corporate-communication-skills/>
7. <https://hubworks.com/blog/ten-communication-skills-every-young-professional-needs-to-know.html>
8. <https://thebritishschoolofetiquette.com/what-is-etiquette/>
9. <https://www.thespruce.com/what-is-etiquette-and-why-is-it-important-1216650>

Suggested Readings:

1. AggarwalVirbala, Gupta V.S., Handbook of Mass communication & Journalism, Concept publishing company.
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. Rayudu C.S., Communication, Himalaya Publishing House.

Important Instructions for the Course Coordinator, Examiner and the Students:

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COMMUNICATION SKILLS

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	3	3	2.5
LO-2	3	3	3	2.5	2.5	3	2.5	3
LO-3	3	3	3	3	2.5	3	3	3
LO-4	3	3	3	3	3	2.5	2.5	2
Average	3	3	3	2.75	2.75	2.87	2.75	2.62

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	2.5	2.5	2.5
LO-3	3	3	2	2.5	2
LO-4	3	3	2.5	3	2.5
Average	3	3	2.5	2.75	2.5

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	3	3	2.5	3	3	3	3	3
LO-2	3	3	3	2.5	2.5	3	2.5	3	3	3	2.5	2.5	2.5
LO-3	3	3	3	3	2.5	3	3	3	3	3	2	2.5	2
LO-4	3	3	3	3	3	2.5	2.5	2	3	3	2.5	3	2.5
Average	3	3	3	2.75	2.75	2.87	2.75	2.62	3	3	2.5	2.75	2.5

BA Mass Communication
BASICS OF COMPUTER
BA/DJ/3/GEC-3

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/DJ/3/GEC-3	4	0	0	4

Course Objective: The course objective is to understand the basics of hardware and software of computers. Students will overcome with knowledge of various Operating Systems and types of Networks. Students will learn about MS Word and MS PowerPoint to make Document, creation, manipulation and storage of Chart and Slide Show Package.

Course Outcomes:

- CO1: Students will learn about working of computer.
- CO2: Students will be able to understand Software and Operating System.
- CO3: Students will have the knowledge of IT Communication.
- CO4: Students will learn about Document, creation, manipulation and storage of Chart & Slide Show Package.

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks . All the other questions shall carry 15 marks each.

Course Contents:

Module – I

- 1.1 Computer- Introduction, Characteristics, Generations of Computer
- 1.2 Types of Computers, Basic computer applications
- 1.3 Computer hardware- Parts of Computer
- 1.4 Role of Computer & Internet in facelift of Media

Module – II

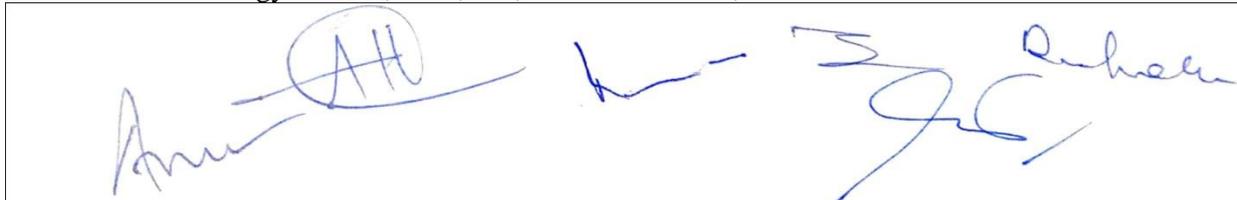
- 2.1 Memory- Real and virtual, ROM and RAM
- 2.2 Software Types- System Software & Application Software
- 2.3 Computer operating system- types & functions
- 2.4 Photo editing & Graphic design software and uses

Module – III

- 3.1 Application of MS Office (Word, Excel, PowerPoint)-Uses & functions.
- 3.2 Steps to make a Power Point presentation.
- 3.3 Formatting of Documents.
- 3.4 Basics of Adobe Photoshop, CorelDraw, Quark press

Module – IV

- 4.1 Internet: introduction & its applications.
- 4.2 Internettools-email, browsing, search engine,blogs,vlogs, social media, OTT platforms.
- 4.3 Types of Internet Connections,Networking-Types & uses
- 4.4 Internet terminology- WWW, URL, ISP, Internet browsers, antivirus.



Student Activity:

1. Presentation of Comparison of different Computers, Memory & Devices, Comparison of types of Hardware
2. Preparation of Files and folders in different O/S.
3. To find out type of network done and software available in Computer Lab. Presentation of paper document.
4. Preparation of Chart, Table and Graph for various medium.
5. Preparation Slide for Presentation on given topic.
6. Any other assignments given by the concerned Faculty.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

1. <https://www.chtips.com/computer-fundamentals/what-is-computer-fundamentals>
2. <http://www.cs.iit.edu/~virgil/cs470/Book/chapter1.pdf>
3. http://www.universityofcalicut.info/SDE/QB_Fundamentals_of_Computer.pdf
4. <https://dl.acm.org/doi/pdf/10.1145/1595453.1595491>
5. <https://dl.acm.org/doi/pdf/10.1145/1345375.1345421>
6. http://www.str-tn.org/computer_lessons_for_seniors_workbook.pdf
7. <http://blogs.rgj.com/cgi-bin/open/file.php?title=computer+lessons+for+seniors+workbook+pdf&id=492da93bb8ce9c09370413b913aec5a6>
8. <https://link.springer.com/content/pdf/10.3758/BF03203534.pdf>
9. <https://www.jstor.org/stable/pdf/1182276.pdf>
10. <http://files.eric.ed.gov/fulltext/ED339158.pdf>
11. <https://muse.jhu.edu/article/386027>

Suggested Readings:

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 EkParichay, 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, McGraw Hill Education, ISBN-10: 0070447233, 2001
7. Exploring Microsoft Office XP, I. Breeden, BPB Publications, ISBN-10: 8176564486, 2005
8. Peter Norton's Complete Guide To MS Office 2000 Publisher: BPB, ISBN-10: 8176353124, 1999

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.



BASICS OF COMPUTER

CO-PO Mapping Matrix

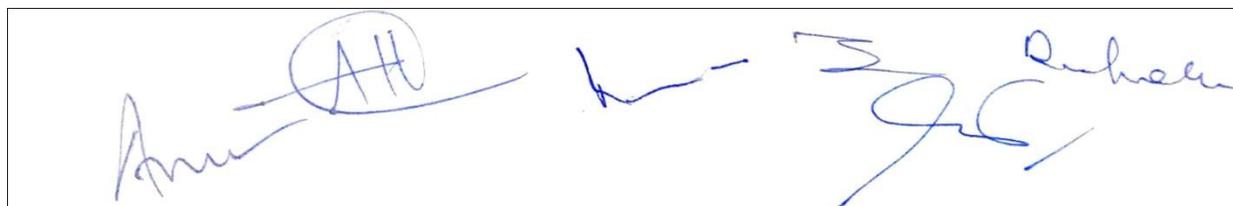
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	3	3	2.5
LO-2	3	3	3	2.5	2.5	3	2.5	3
LO-3	3	3	3	3	2.5	3	3	3
LO-4	3	3	3	3	3	2.5	2.5	2
Average	3	3	3	2.75	2.75	2.87	2.75	2.62

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	2.5	2.5	2.5
LO-3	3	3	2	2.5	2
LO-4	3	3	2.5	3	2.5
Average	3	3	2.5	2.75	2.5

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	3	3	2.5	3	3	3	3	3
LO-2	3	3	3	2.5	2.5	3	2.5	3	3	3	2.5	2.5	2.5
LO-3	3	3	3	3	2.5	3	3	3	3	3	2	2.5	2
LO-4	3	3	3	3	3	2.5	2.5	2	3	3	2.5	3	2.5
Average	3	3	3	2.75	2.75	2.87	2.75	2.62	3	3	2.5	2.75	2.5



BA Mass Communication
INFORMATION COMMUNICATION TECHNOLOGY
BA/DJ/4/CC8

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/DJ/4/CC8	5	1	0	6

Course Objective: The course objective is to impart knowledge of latest multimedia communication technology. It also provides extensive hands on training in the latest digital audio, video and multimedia technologies. It familiarizes and equips the students with a range of technical skills.

Course Outcomes:

CO1: Students will gain basic understanding of communication technology.

CO2: Students will have the basic knowledge of various audio editing tools.

CO3: Students will have hands on experience on video editing techniques.

CO4: Students will be able to communicate on social media effectively.

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks . All the other questions shall carry 15 marks each.

Course Contents:

Module – I

- 1.1 Concept of Information Communication Technology, growth and development
- 1.2 Usage of Information Communication Technology
- 1.3 Adoption of technology
- 1.4 Diffusions of information Communication Technology and society

Module – II

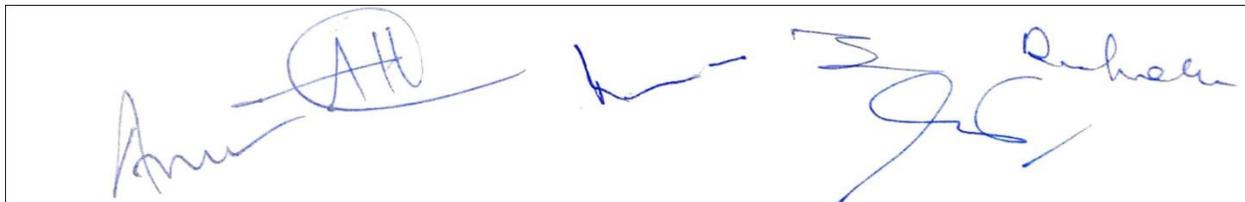
- 2.1 Media Industry and Multimedia production
- 2.2 Multimedia channels
- 2.3 Implications of digital media convergence
- 2.4 Convergence and globalization

Module – III

- 3.1 Editing software: Introduction& Types
- 3.2 Image editing software (Photoshop): Interface, tools and Menus
- 3.3 Sound editing software (Sound Forge & Adobe Audition): Interface, tools and Menus
- 3.4 Video Editing Software (Adobe Premiere Pro& FCP): Interface, tools and Menus

Module – IV

- 4.1 Developing content for Website, blog contents
- 4.2 Developing content for social networking pages
- 4.3 Social media content management tools
- 1.1 Video conferencing platforms

A rectangular box containing several handwritten signatures and initials in blue ink. On the left, there is a signature that appears to be 'Anur'. In the center, there are initials 'AH' circled. To the right, there is a signature that looks like 'K. S. S. S. S.' and another signature that appears to be 'Anur'.

Student's Activity: Students will do practical training for handling image, sound and video editing software. They will create interactive videos, audio files or make some creative ideas with image editing. They also learn the usage of Teleconferencing, Whatsapp, Facebook, and Twitter.

Pedagogy for Course Delivery:

The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

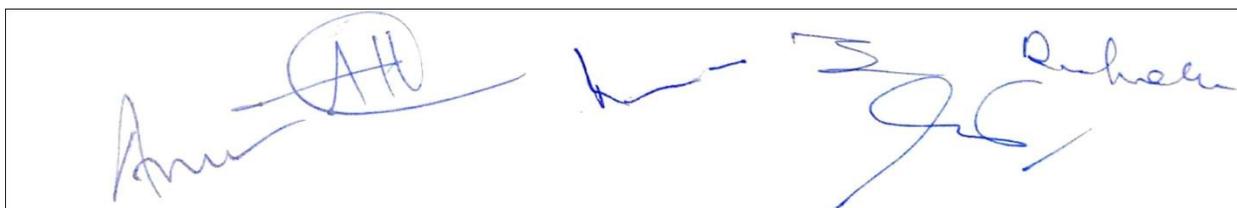
1. <https://thewritelife.com/how-to-start-a-blog/>
2. <https://blog.hootsuite.com/content-idea-cheat-sheet/>
3. <https://mailchimp.com/resources/top-12-types-of-social-media-content-to-create/>
4. <https://www.slideshare.net/alaasadik/audiovisual-media-presentation>
5. <https://www.youtube.com/watch?v=ef3gp2p19IQ>
6. https://www.youtube.com/watch?v=YUULn71_G74
7. <https://www.youtube.com/watch?v=8ClwSNm362E>
8. https://www.youtube.com/watch?v=sbOvHUnhZ_o
9. https://en.wikipedia.org/wiki/Information_and_communications_technology
<https://www.forbes.com/sites/solrogers/2019/10/15/the-role-of-technology-in-the-evolution-of-communication/>
10. <https://themeisle.com/blog/best-free-blogging-sites/>

Suggested Readings:

1. Andrew Faulkner and Conrad Chavez , Adobe photoshop cc , Pearson, 2018.
2. Maxim jago, Adobe Premiere pro CC ,Pearson Education,2018.
3. Adobe Creative Team, Adobe Premiere Pro CS6, Adobe Press; 1 edition 2012.
4. Kogent Learning 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.
7. Longman, New York, 1997.
8. Webster Frank, Theories of the information Society Routledge, New York, 1995.

Important Instructions for the Course Coordinator, Examiner and the Students:

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- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.



INFORMATION COMMUNICATION TECHNOLOGY

CO-PO Mapping Matrix

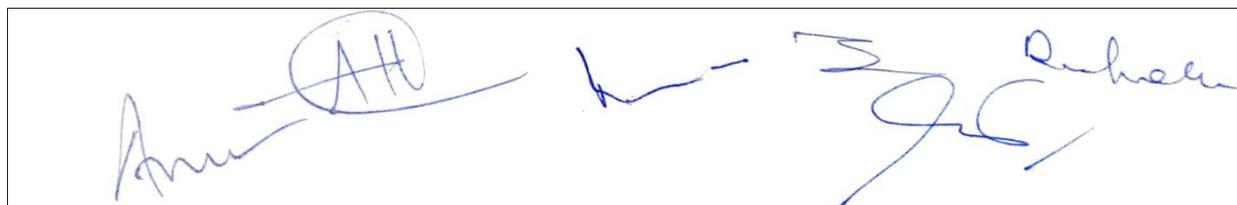
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	3	3	2.5
LO-2	3	3	3	2.5	2.5	3	2.5	3
LO-3	3	3	3	3	2.5	3	3	3
LO-4	3	3	3	3	3	2.5	2.5	2
Average	3	3	3	2.75	2.75	2.87	2.75	2.62

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	2.5	2.5	2.5
LO-3	3	3	2	2.5	2
LO-4	3	3	2.5	3	2.5
Average	3	3	2.5	2.75	2.5

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	3	3	2.5	3	3	3	3	3
LO-2	3	3	3	2.5	2.5	3	2.5	3	3	3	2.5	2.5	2.5
LO-3	3	3	3	3	2.5	3	3	3	3	3	2	2.5	2
LO-4	3	3	3	3	3	2.5	2.5	2	3	3	2.5	3	2.5
Average	3	3	3	2.75	2.75	2.87	2.75	2.62	3	3	2.5	2.75	2.5



BA Mass Communication
TRADITIONAL MEDIA
BA/DJ/4/CC9

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/DJ/4/CC9	5	1	0	6

Course Objective: The course objective is to introduce the student to the concept of traditional community in the globalised world and alternatives to the mainstream media. The course sensitizes the student to the potential of using community-based traditional, new and folk media.

Course Outcomes:

CO1: Students will be able to understand the basics of traditional media

CO 2: Students will be able to differentiate the concepts of offline and virtual communities.

CO2: Students will be able to recognize the alternative medium used by the people.

CO3: Students will be able to work with different alternative media channels.

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks . All the other questions shall carry 15 marks each.

Course Contents:

Module – I

- 1.1 Evolution of Human Society
- 1.2 Concept of Tribe, Caste & Family
- 1.3 Traditional Folk Media: Introduction, Characteristics and Advantages
- 1.4 Traditional modes of Advertising

Module – II

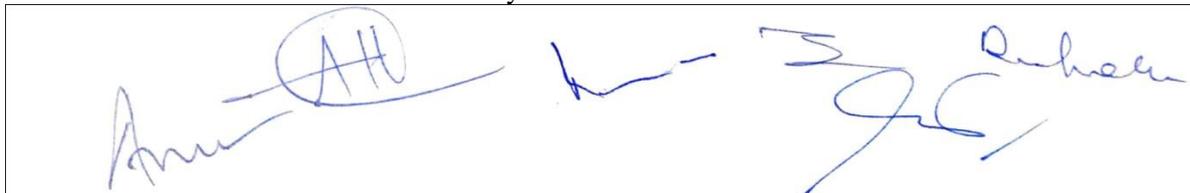
- 2.1 Traditional Folk variety in India,
- 2.2 Traditional Media & Social, Economic and Political awareness
- 2.3 Prominent Ballads of India,
- 2.4 Traditional Games and Sports

Module – III

- 3.1 Folk Theatre: Characteristics and Advantages
- 3.2 Prominent Folk Music & Dance forms of India with special reference to Punjab & Haryana
- 3.3 Puppetry – Role and Significance
- 3.4 Forms of Puppetry

Module – IV

- 4.1 Prominent Folk Theatrical forms in India, Street Theatre, IPTA
- 4.2 Folk Theatrical forms in Haryana
- 4.3. Limitations of Traditional Folk Media
- 4.4 Relevance of Folk Media in 21st century



Student's Activity: Students will visit any community radio station to see the working of community media and prepare programme for the specific channel according to the need of locals.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources:

1. https://www.youtube.com/watch?v=_zIjKRbTTSFQ
2. <https://www.youtube.com/watch?v=zzlSwJwMO-0>
3. https://www.youtube.com/watch?v=_zIjKRbTTSFQ
4. <https://en.unesco.org/creativity/policy-monitoring-platform/strengthening-alternative>
5. <https://core.ac.uk/download/pdf/35468409.pdf>
6. <https://gramvaani.org/wp-content/uploads/2013/05/community-radio-indian-history.pdf>
7. <https://www.amity.edu/gwalior/jccc/democratizing%20the%20rural%20development%20in%20india-a%20case%20study%20of%20radio%20mewat.pdf>
8. <https://communityvoices.in/directory/media-maps/>

Suggested Readings:

1. Indian Institute of Mass Communication (1981). Communication and the Traditional Media: Papers and Proceedings of Seminar.
2. Kate Coyer, Tony Downumt and Alan Fountain (2007). The Alternative Media Handbook, New York and London: Routledge.
3. Keval J Kumar (2012). Mass Communication in India (4 thedn), Mumbai: Jaico Publishing House
4. Kevin Howley (2012). Understanding Community Media, Sage Publications.
5. Olga Bailey, Bart Cammaerts and Nico Carpentier (2008).
6. Tony Blackshaw (2010). Key Concepts in Community Studies, New Delhi: Sage.
7. Understanding Alternative Media, New Tork: Open University Press.

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TRADITIONAL MEDIA

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	3	3	2.5
LO-2	3	3	3	2.5	2.5	3	2.5	3
LO-3	3	3	3	3	2.5	3	3	3
LO-4	3	3	3	3	3	2.5	2.5	2
Average	3	3	3	2.75	2.75	2.87	2.75	2.62

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	2.5	2.5	2.5
LO-3	3	3	2	2.5	2
LO-4	3	3	2.5	3	2.5
Average	3	3	2.5	2.75	2.5

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	3	3	2.5	3	3	3	3	3
LO-2	3	3	3	2.5	2.5	3	2.5	3	3	3	2.5	2.5	2.5
LO-3	3	3	3	3	2.5	3	3	3	3	3	2	2.5	2
LO-4	3	3	3	3	3	2.5	2.5	2	3	3	2.5	3	2.5
Average	3	3	3	2.75	2.75	2.87	2.75	2.62	3	3	2.5	2.75	2.5

BA Mass Communication
GRAPHICS AND ANIMATION
BA/DJ/4/CC10

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/DJ/4/CC10	5	1	0	6

Course Objective: The objective of this course is to exposed to the basics of graphics and design. Students learn about the technologies involved behind the media productions. It will cover the print, electronic and digital content designing techniques and various component of photography and audio-visual production.

Course Outcomes:

CO1:Students will be able to understand about the element and principle of design.

CO2: Students will be able to work out on the layout of the newspaper, magazines and online publications etc.

CO3: Students will be able to handle digital camera and learn photographic techniques.

CO4: Students will be able to do audio and video production by using different techniques

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks . All the other questions shall carry 15 marks each.

Course Content:

Module- I

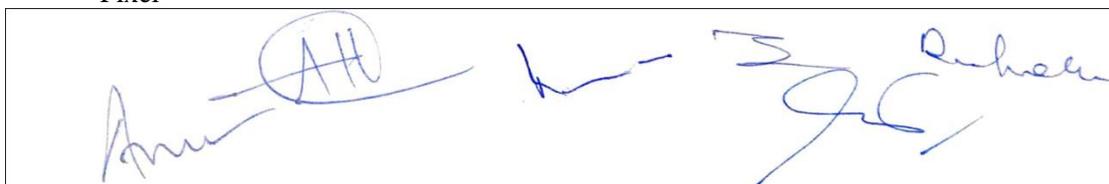
- 1.1 Concept and philosophy of graphics and production.
- 1.2 Elements of design & principles of design.
- 1.3 Fundamentals of Computer Graphics
- 1.4 Multimedia elements- Text, Graphics, Audio, Video & Animation.

Module- II

- 2.1 Introduction to various type of print and online publication designing
- 2.2 Leaflets, Pamphlets, Booklets, Brochures
- 2.3 Layout of Newspaper & Magazines.
- 2.4 Posters, Books, Folders, Packages

Module- IV

- 3.1 Fundamentals of Animation.
- 3.2 Principles of Animation.
- 3.3 Types of Photography.
- 3.4 Different digital image formats- RAW, BMP, JPEG, PNG, GIF, TIFF, Resolution, Aspect Ratio & Pixel



Module- IV

- 4.1 Concepts of 2D & 3D Animation
- 4.2 Concept of Digital Audio & Video
- 4.3 Introduction of Maya
- 4.4 Introduction to Photoshop and CorelDraw software

Student Activity: Students will design poster, leaflets, pamphlets, audio, video production on any topic given by the concerned teacher using the editing software.

Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Open Educational Resources –

1. <https://opentextbc.ca/graphicdesign/front-matter/introduction/>
2. https://en.wikipedia.org/wiki/Graphic_design
3. https://en.wikipedia.org/wiki/Graphic_design#History
4. https://en.wikipedia.org/wiki/Graphic_design#Applications
5. https://en.wikipedia.org/wiki/Graphic_design#Skills
6. https://en.wikipedia.org/wiki/Graphic_design#Tools
7. https://study.com/articles/Graphic_Design_Production_Job_Description_and_Info_for_Students_Considering_a_Career_in_Graphic_Design_Production.html
8. <https://www.slideshare.net/debbianhall/digital-graphics-production-methods>
9. <https://www.youtube.com/watch?v=YqQx75OPRa0>

Suggested Reading

1. Graphics and Packaging Production (The Manufacturing Guides) by Rob Thompson
2. Production For Graphic Designers by Alan Pipes
3. Television Production by Jim Owens ,Gerald Millerson
4. Video production Handbook by by Jim Owens , Gerald Millerson Video Basics 7 by Herbert Zettl
5. Television Production Handbook (Wadsworth Series) by Herbert Zettl Production Management For Film And Video by Gates Richard Directing the Story by Francis Glebas

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- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.

The image shows three handwritten signatures in blue ink. The first signature on the left is partially obscured and appears to be 'Anu'. The middle signature is a stylized 'AH' inside a circle. The signature on the right is more complex and appears to be 'S. J. Chohan'.

GRAPHICS AND ANIMATION

CO-PO Mapping Matrix

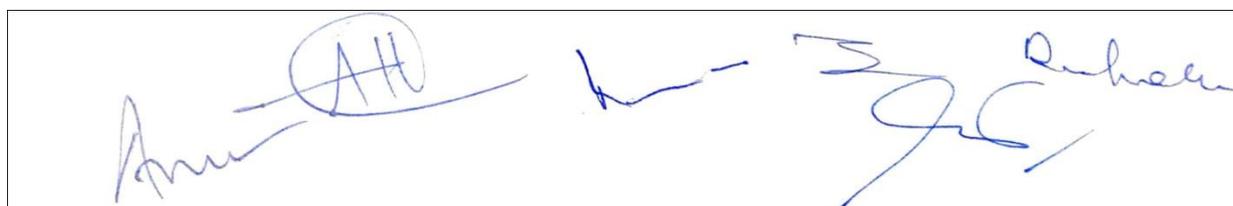
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	3	3	2.5
LO-2	3	3	3	2.5	2.5	3	2.5	3
LO-3	3	3	3	3	2.5	3	3	3
LO-4	3	3	3	3	3	2.5	2.5	2
Average	3	3	3	2.75	2.75	2.87	2.75	2.62

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	2.5	2.5	2.5
LO-3	3	3	2	2.5	2
LO-4	3	3	2.5	3	2.5
Average	3	3	2.5	2.75	2.5

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	3	3	2.5	3	3	3	3	3
LO-2	3	3	3	2.5	2.5	3	2.5	3	3	3	2.5	2.5	2.5
LO-3	3	3	3	3	2.5	3	3	3	3	3	2	2.5	2
LO-4	3	3	3	3	3	2.5	2.5	2	3	3	2.5	3	2.5
Average	3	3	3	2.75	2.75	2.87	2.75	2.62	3	3	2.5	2.75	2.5

The image shows several handwritten signatures and initials in blue ink. On the left, there is a signature that appears to be 'Anur'. In the center, there are initials 'AH' circled. To the right, there is another signature that looks like 'K. S. G. Dubey'.

BA Mass Communication

MEDIA PRODUCTION-2

BA/DJ/4/SEC3

Time Allowed: 3 Hours

Max. Marks: 100

Theory Exam-70

Internal Assessment-30

Time Allowed: 3 Hours

Production Portfolio:50 Viva:50

Course Code	L	T	P	Total
BA/DJ/4/SEC3	2	0	2	4

Course Objective: The course objective is to understand impactful writing that will help to accelerate effective communication and employability.

Course Outcomes:

CO1: Students will be able to learn poster making, pamphlets, making and caption writing

CO2: Students will be able to write book and film reviews

CO3: Students will be able to write articles, features and news reports

CO4: Students will be able to learn page make up skills

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks. All the other questions shall carry 15 marks each.

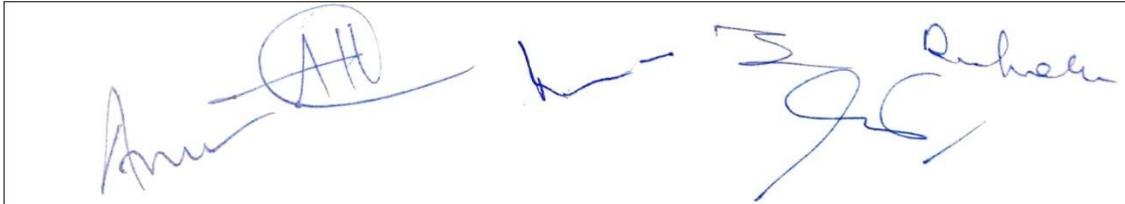
Course Contents:

Sr. No.	Items	No.(s) of Item
1	Script Writing for Radio	2
2	Book Review & Film Review	2
3	Script Writing for T.V.	2
4	Radio Talk	5
5	Documentary	1
6	Radio Jingle	5
7	Script for Street Play	1
8	Bio data making	1
9	House Journal	1
10	Wall Newspaper	1
11	Films Review	2
	Total items	31

Amu (AH) k-392 Q-han

Important Instructions for the Course Coordinator, Examiner and the Students:

Each student will prepare a portfolio containing the productions carried out during the semester. Minimum number of production mentioned against each item must be the part of the portfolio. Portfolio means the class note in which concerned teacher as signs work corrects and need be asking for rewrite and puts his signature on each and every work assigned with date. Portfolio is for 40 marks and Viva will be for 30 marks. A student who does not have the portfolio will not be allowed to appear for the exam.



Handwritten signatures in blue ink, including a circled 'AH' and the name 'Ruhana'.

MEDIA PRODUCTION-2

CO-PO Mapping Matrix

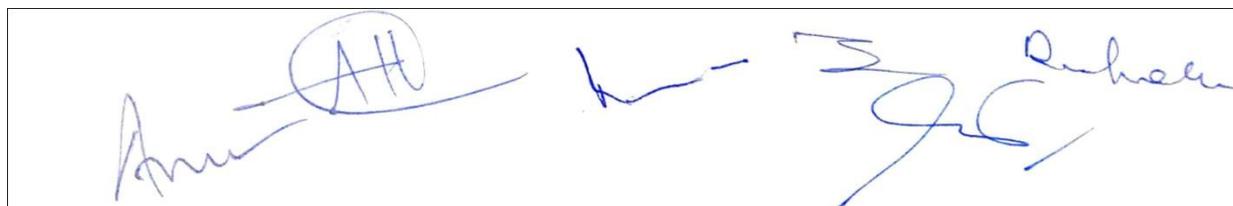
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	3	3	2.5
LO-2	3	3	3	2.5	2.5	3	2.5	3
LO-3	3	3	3	3	2.5	3	3	3
LO-4	3	3	3	3	3	2.5	2.5	2
Average	3	3	3	2.75	2.75	2.87	2.75	2.62

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	3	3
LO-2	3	3	2.5	2.5	2.5
LO-3	3	3	2	2.5	2
LO-4	3	3	2.5	3	2.5
Average	3	3	2.5	2.75	2.5

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
LO-1	3	3	3	2.5	3	3	3	2.5	3	3	3	3	3
LO-2	3	3	3	2.5	2.5	3	2.5	3	3	3	2.5	2.5	2.5
LO-3	3	3	3	3	2.5	3	3	3	3	3	2	2.5	2
LO-4	3	3	3	3	3	2.5	2.5	2	3	3	2.5	3	2.5
Average	3	3	3	2.75	2.75	2.87	2.75	2.62	3	3	2.5	2.75	2.5



BA Mass Communication
SPORTS JOURNALISM
BA/DJ/4/GEC4

Time Allowed: 3 Hours

Max. Marks: 100
Theory Exam-70
Internal Assessment-30

Course Code	L	T	P	Total
BA/DJ/4/GEC4	2	0	2	4

Objectives: Imparting basic understanding of the need to know about sports journalism. This paper will enable the students to learn various fields of sports journalism and it will also make them understand the importance of sports journalism in the world of mass media. It will hone their skills to become impressive sports journalist.

Course Outcomes:

CO1: Students will be able to understand basics of sports journalism

CO2: Students will be able to develop flair for writing for sports columns

CO3: Students will be able to learn about sports photography and sports TV channels

CO4: Students will be able to learn about traditional games and sports as well as the coverage of traditional sports on TV

Important Instructions for the Examiner:

The examiner is required to set nine questions in all. The first question will be compulsory consisting of five short questions covering the entire Curriculum. In addition, eight more questions will be set comprising two questions from each module. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1 which will carry 2X5=10 marks. All the other questions shall carry 15 marks each.

Course Content:

Module- I

- 1.1 Sports Journalism: Concept & Scope
- 1.2 Sports News: Concept, Contents & Definition
- 1.3 Sports News Values, Sources of News,
- 1.4 News Style, Accuracy, Objectivity & Fairness in Sports Writing

Module- II

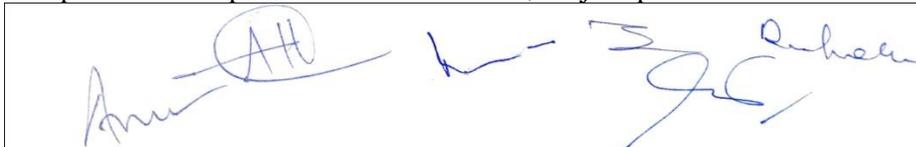
- 1.1 Sports Writing, The Language of Sports Journalism, Freelance Sports Journalism,
- 1.2 Sports Pages of English & Language News Papers
- 1.3 Syndicated Sports Journalism, Politics and Sports
- 1.4 Sports as Entertainment

Module- III

- 1.1 Sports Photography
- 1.2 Sports Magazines
- 1.3 Sports TV Channels, Sports Commentary
- 1.4 Sports Culture, Sports Mania

Module- IV

- 4.1 Traditional Indian Games and Sports
- 4.2 Place of India in International Sports
- 4.3 Television and coverage Traditional Games
- 4.4 Sports News Paper: Need & Probabilities, Major Sports Issues



Student's Activity: Students will learn to write news stories for print media and make a portfolio of the news stories covering sports events around them. (At least 10 news)

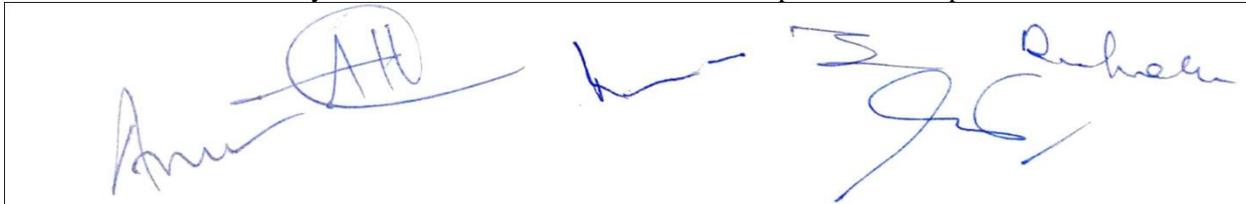
Pedagogy for Course Delivery: The course will be delivered through a combination of lectures, discussions and practical exercises and through video tutorials.

Suggested Readings:

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

Important Instructions for the Course Coordinator, Examiner and the Students:

- The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course by the Course Coordinator.
- The examiner is required to set nine questions in all. The first question will be compulsory consisting of seven short questions covering the entire syllabus. In addition, eight more questions will be set comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit in addition to compulsory Question No. 1. All questions shall carry equal marks.
- Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct. While answering, the students should strictly adhere to the word limit and use examples wherever possible.

The image shows three handwritten signatures in blue ink. The first signature on the left is partially obscured and appears to be 'Anu'. The middle signature is a stylized 'AH' inside a circle. The signature on the right is more complex, with a large 'J' and 'C' and the name 'Anshu' written above it.

SPORTS JOURNALISM

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
LO-1	3	3	3	2.5	3	3	3	2.5
LO-2	3	3	3	2.5	2.5	3	2.5	3
LO-3	3	3	3	3	2.5	3	3	3
LO-4	3	3	3	3	3	2.5	2.5	2
Average	3	3	3	2.75	2.75	2.87	2.75	2.62

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
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LO-2	3	3	2.5	2.5	2.5
LO-3	3	3	2	2.5	2
LO-4	3	3	2.5	3	2.5
Average	3	3	2.5	2.75	2.5

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LO-3	3	3	3	3	2.5	3	3	3	3	3	2	2.5	2
LO-4	3	3	3	3	3	2.5	2.5	2	3	3	2.5	3	2.5
Average	3	3	3	2.75	2.75	2.87	2.75	2.62	3	3	2.5	2.75	2.5

