



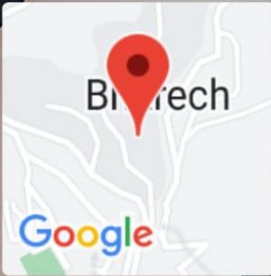






7.1.8 Describe the Institutional efforts/initiatives in providing an inclusive environment i.e. tolerance and harmony towards cultural, regional, linguistic, communal, socio-economic and other diversities





Shimla, Himachal Pradesh, India

Boileauganj to Summer Hill, Summer Hill, Shimla, Himachal Pradesh

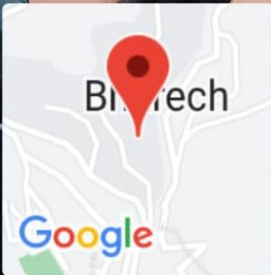
171005, India

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Long 77.13964°

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Shimla, Himachal Pradesh, India

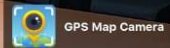
Boileauganj to Summer Hill, Summer Hill, Shimla, Himachal Pradesh

171005, India

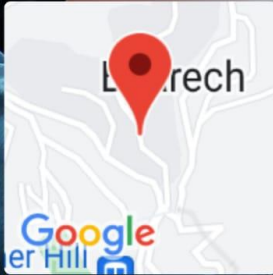
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Shimla, Himachal Pradesh, India

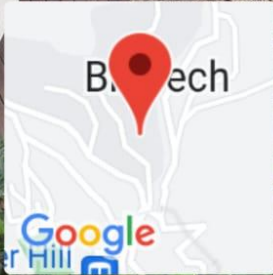
446Q+2PG, Summer Hill, Shimla, Himachal Pradesh 171005, India

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Shimla, Himachal Pradesh, India

446Q+2PG, Summer Hill, Shimla, Himachal Pradesh 171005, India

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Envision

2 K 2 2



UNIVERSITY INSTITUTE OF LEGAL STUDIES
AVALODGE, CHAURA MAIDAN

Cordially Welcomes You To The 3 Day

"LEGAL CUM CULTURAL FEST"

VENUE:-HPU Auditorium

DATE:-9TH TO 11TH NOVEMBER 2022



LEGAL EVENTS.

+Moot court +Judgement Writing
+Client counselling+ Legal quiz

SHEENAM-8627887201 SHIVANSH-8351904120
DINKAR-8219664735



GAMING EVENTS.

+Free fire max+Clash of clan
+new state+Ludo mobile
+Chess mobile

SURAJ 7590947909



LITERARY EVENTS. (HINDI/ENGLISH)

+Poetry writing+Extempore
+Story writing+Essay writing
+Open debate+Quiz
+Parliamentary debate
+Declamation

RITU-7591871339 RITIKA-8544727839



ARTISTIC EVENTS

+Photography competition
+Painting competition
+Calligraphy competition+Mehndi
competition+Rangoli competition
+Cinematography competition

ANJALI-8278877599 AKANKSHA-8278773296



CULTURAL EVENTS.

+Dance competition+Singing
competition+Modelling
+Battle of Bands

PARUL-9418704692 AARUSHI-7018666568
SUGANDH-9728289249



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**Registration-
8219727833**

FOR MORE INFORMATION:

ENVISION

2K22





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MEDIA & LIVE ENTERTAINMENT



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Awakening Toppers

PRESENTS

UNIVERSITY INSTITUTE OF LEGAL STUDIES

Ava - Lodge Campus, Chaura Maldan, Shimla

POWERED BY



WILDYAK



Sleepy Glasses INS
Awakening Toppers

PRESENTS

Envision 2k22

THE UNIVERSITY OF LEGAL STUDIES



राष्ट्र प्रथम



मुख्य अतिथि
प्रो० सत प्रकाश बंसल
कुलपति
हि०प्र० विश्वविद्यालय



विशिष्ट अतिथि
प्रो० ज्योति प्रकाश
प्रति-कुलपति
हि०प्र० विश्वविद्यालय



मुख्य वक्ता
प्रो० नागेश ठाकुर
अधिष्ठाता अभियांत्रिकी एवं प्रौद्योगिकी संकाय
हि०प्र० विश्वविद्यालय



विशेष अतिथि
प्रो० कुलभूषण चंदेल
अधिष्ठाता अध्ययन
हि०प्र० विश्वविद्यालय

समय : 31 अगस्त, 2022, 12.30 बजे दोपहर
स्थान : हिमाचल प्रदेश विश्वविद्यालय सभागार

Nation First

on 31st August, 2022
at H.P. University Auditorium at 12.30 p.m.

Chief Guest

Prof. Sat Prakash Bansal

Hon'ble Vice-Chancellor, H.P. University, Shimla

Keynote Speaker

Prof. Nagesh Thakur

Dean, Faculty of Engineering & Technology, H.P. University, Shimla

Guest of Honour

Prof. Jyoti Prakash

Pro-Vice-Chancellor, H.P. University, Shimla

Special Guest

Prof. Kulbhushan Chandel

Dean of Studies, H.P. University, Shimla

Prof. Shiv Kumar Dogra

Director
UILS, HPU, Shimla

Prof. Hari Singh

Coordinator
NSS, HPU, Shimla

12:30 PM	Beginning of the programme
12:40 PM	Lighting of the lamp
12:45 PM	Kulgeet
12:50 PM	Felicitation ceremony
1:00 PM	Welcome Address by the Director UILS
1:10 PM	Students Speech
1:30 PM	Keynote Speech by Prof. Nagesh Thakur, Dean, Faculty of Engineering and Technology, H.P. University, Shimla
2:00 PM	Chief Guest Speech by Prof. Sat Prakash Bansal, Vice-Chancellor HPU
2:25 PM	Vote of Thanks Prof. Hari Singh
2:30 PM	National Anthem



75
आजादी का
अमृत महोत्सव



जागरूकता अभियान

राष्ट्र प्रथम



मुख्य अतिथि
प्रो० मन प्रकाश बंसल
बल्लभ
हि० प्र० विश्वविद्यालय



अतिथि अतिथि
प्रो० अनिल प्रकाश
प्रति कृतज्ञ
हि० प्र० विश्वविद्यालय



मुख्य अतिथि
प्रो० आनंद कुमार
अतिथि अतिथि अतिथि अतिथि अतिथि अतिथि
हि० प्र० विश्वविद्यालय



अतिथि अतिथि
प्रो० कुलदीप सिंह
अतिथि अतिथि
हि० प्र० विश्वविद्यालय

समय : 31 अगस्त, 2022, 12.30 बजे दोपहर

स्थान : हिमाचल प्रदेश विश्वविद्यालय, सभागार

योजक : विश्वविद्यालय (विश्वविद्यालय संस्थापक, मुख्यमंत्री, हिमाचल प्रदेश विश्वविद्यालय, शिमला)





(NAAC Accredited 'A' Grade University, Shimla)



Prof. Sat Parkash Bansal
Hon'ble vice chancellor
Prof. Jyoti Prakash,
Hon'ble Pro-vice chancellor

Flag off by :-

**Himachal Pradesh University
Institute of Legal Studies
(NSS UNIT)**

invites you to join

तिरंगा यात्रा

12th August, 2022

HPU Campus to HPUILS (Ava Lodge) Campus, Chuan



Haridwar Pradesh University
(AAC Accredited 'A' Grade University)
Celebrating 75th Anniversary of India's Independence
तिहुंगा यात्रा
हर पर तिरंगा
Organized by
NEU Unit, URS, Avaslodge Shimla in collaboration
with HP University Model School.



Himachal Pradesh University
(NAAC Accredited 'A' Grade University)

Celebrating
On the Theme of
हर घर तिरंगा
75
आज़ादी का
समय
समय
समय
Organized by
NSS Unit, Himachal Pradesh University
Institute of Legal Studies - Awaledge Shimla



Celebrating
On the Theme of

75
आज़ादी का
अमृत महोत्सव

हर घर तिरंगा



Prepared by:

NSS Unit, Himachal Pradesh University
Institute of Legal Studies, Himachal Pradesh University, Shimla



शास्त्रा - शिमला



Vivekananda Kendra



2022/9/17 11:16

NEW SYLLABUS FOR **CERTIFICATE COURSE IN GERMAN** (H.P. UNIVERSITY) FOR
THE SESSION 2017-2018 ONWARDS.

Examination will consist of TWO written exams of 100 marks each and one **VIVA-VOCE** of **50** marks. **INTERNAL ASSESSMENT** based on class attendance, participation and class tests will be of **50** marks. **Total Marks- 300**

Pass%=40% in each paper separately

PAPER – I

MAX MARKS 100

Time: Three hours

(APPLIED GRAMMAR)

80

Several basic applied Grammar exercises taken from the grammar sections of the textbook. Use of definite and indefinite articles, nouns, personal pronoun, possessive pronoun, negation, prepositions, sentences.

Conjugation of the verbs in present, past and present perfect tense. Filling the blanks with the correct form of the verb, changing the present tense sentence/passage into past and present perfect tense.

Adjective declination with definite articles, noun formation from verbs, nominative, accusative, dative and genitive cases.

LETTER WRITING/E-MAIL

20

Letter writing on simple topics (request for money, spending holidays, narrating about your city/family/house).

PAPER-II (TRANSLATION AND COMPREHENSION)

MAX MARKS 100

Time: Three hours

1. Translation of two seen passages from the textbook from German to English/Hindi. Choice of passages to be given. **(30)**
2. Comprehension of an unseen passage in German. **(15)**
3. Translation of simple sentences from English to German. **(20)**
4. Paragraph writing of about 150 words on simple topics(My University, The Environment, My City. Choice to be given. **(20)**
5. Answering simple questions relating to day to day life in 2-3 sentences in German (five out of seven). **(15)**

Recommended books

1. Lagune Kursbuch 1, and Lagune Arbeitsbuch 1, Hueber Verlag

NEW SYLLABUS FOR **DIPLOMA COURSE IN GERMAN** (H.P. UNIVERSITY) FOR THE
SESSION 2017-2018 ONWARDS.

Examination will consist of TWO written exams of 100 marks each and one **VIVA-VOCE** of **50** marks. **INTERNAL ASSESSMENT** based on class attendance, participation and class tests will be of **50** marks. **Total Marks- 300**

Pass%=40% in each paper separately

Note: Students may be given direct admission to Diploma Course at the discretion of the subject teacher subject to the condition that they possess a valid degree of Certificate level from another recognized institute.

PAPER – I (APPLIED GRAMMAR)

MAX MARKS 100

Time: Three hours

1. Several applied Grammar exercises taken from the grammar sections of the textbook. Use of noun in genitive form, compound noun, special forms of noun, adjectives without ending, adjectives with special forms and comparison, personnel pronoun and reflexive pronoun, relative pronoun, relative clause, prepositional pronoun, prepositions with genitive, present, past and perfect tense, passive in present tense, imperative, verb completion, conjunctions in sentences, main sentence, subordinate sentence, infinite sentences. **(70)**

2. Essay writing/ paragraph writing in one topics discussed in the class like (Choice to be given)- An Indian festival, My hobby, A Journey, Capital of India, The role of women in society, our responsibility towards the environment, the problem of youth in today's world. **(30)**

PAPER-II (TRANSLATION AND COMPREHENSION)

MAX MARKS 100

Pass Marks 40

Time: Three hours

1. Translation of two German Text into English/Hindi from prescribed text (Choice to be given 2 out of 3) **(15x2=30)**
2. Comprehension from unseen text. **(20)**
3. Translation of 10 sentences from English to German (Choice to be given 10 out of 15 sentences) **(20)**
4. Translation of unseen passage from German to English. **(20)**
5. General questions related to the festival, society, and education set up of the German speaking countries. Answered to be in German (Choice to be given 5 out of 10) **(10)**

Recommended Book

1. Lagune Kursbuch 2, and Lagune Arbeitsbuch 2, Hueber Verlag

Reference Book:

Tatsachen ueber Deutschland, Societaes-Verlag, Frankfurt /Main

NEW SYLLABUS FOR **ADVANCED DIPLOMA COURSE IN GERMAN** (H.P. UNIVERSITY) FOR THE SESSION 2017-2018 ONWARDS.

Examination will consist of Three written exams of 100 marks each and one **VIVA-VOCE** of **50** marks. **INTERNAL ASSESSMENT** based on class attendance, class participation and class tests will be of **50** marks. **Total Marks- 400**

Pass%=40% in each paper separately

Note: Students may be given direct admission to Advance Diploma Course at the discretion of the subject teacher subject to the condition that they possess a valid degree of Certificate & Diploma level from any other recognized institute.

PAPER-I (TRANSLATION AND COMPREHENSION)

MAX MARKS 100

Pass Marks 40

Time: Three hours

Dictionary is allowed in this translation paper.

1.Translation of two unseen passages from German into English/Hindi (Choice to be given 2 out of 3) **(25x2=50)**

2.Comprehension from unseen text. **(20)**

3.Translation of 10 sentences from English to German (Choice to be given 10 out of 15 sentences) **(20)**

4. Writing Curriculum Vitae (Lebenslauf) **(10)**

PAPER – II (COMMUNICATIVE GRAMMAR)

MAX MARKS 100

Pass Marks 40

Time: Three hours

1. Verbs with fixed preposition (list attached)(choice to be given 10 out of 15) **(15)**
2. Adjectives with fixed preposition (list attached) (choice to be given 10 out of 15). **(15)**
3. Building of Passive sentences (choice to be given 5 out of 15). **(10)**
4. Preposition with Genitive. **(10)**
(statt, anstatt, trotz, waehrend, wegen)
5. Adjective declination with definite and indefinite articles. **(20)**
6. Dialogue writing between two persons on simple topics related to the textbooks covered so far. Writing dialogues between doctor and patient, customer and shopkeeper, Guest and host, introduction of family, friends, and acquaintance, greeting and enquiring about the status of health, inviting a friend/colleague. **(30)**

Verbs with fixed preposition:

1. denken an A
2. sich erinnern an A
3. glauben an A
4. sterben an A

- 5.antworten auf A
- 6.aufpassen auf A
- 7.sich freuen auf
- 8.sich freuen ueber
- 9.beginnen mit D
- 10.warten auf A
- 11.sich entscheiden fuer
- 12.sich interessieren fuer
- 13.sorgen fuer A
- 14.einverstanden sein mit D
- 15.sprechen ueber A
- 16.telefonieren mit D
- 17.sich unterhalten mit D
- 18.sich unterhalten ueber A
- 19.sich verabreden mit D
- 20.sich wundern ueber A
- 21.besorgt sein sein um A
- 22.sich bewerben um A
- 23.bitten um A
- 24.sich kuemmern um A
- 25.sich erholen von D
- 26.sich verabschieden von

27.gratulieren zu D

Adjectives with fixed prepositions:

1.abhaengig von D

2.aergerlich auf A

3.arm an A

4.aufmerksam auf A

5.bedeutend fuer A

6.begeistert von D

7.beliebt bei D

8.bereit zu D

9.beschaeftigt mit D

10.boese auf A

11.dankbar fuer A

12.faehig zu D

13.frei von D

14.gefaehrlich fuer

15.interessant fuer A

16.muede von D

17.reich an D

18.schaedlich fuer A

19.stolz auf A

20.ueberzeugt von D

21.verantwortlich fuer A

22.verliebt in A

23.wichtig fuer A

24.wuentend auf A

25.zufrieden mit D

PAPER-III (LITERATURE)

MAX MARKS 100

Pass Marks 40

Time: Three hours

1. History of German literature from Enlightenment period to Romanticism. Candidate is expected to describe in short the main features of two literary eras given a choice out of four. (15x2=30)

2. Life and work of the following authors/thinkers representing these literary eras to be discussed. Choices to be given two out of four. (10x2=20)

i. Immanuel Kant

ii. Johann Wolfgang von Goethe

iii. Friedrich Schiller

iv. Friedrich Hölderlin

3. Retelling of the Story (one out of three stories) (30)

i. Hänsel und Gretel

ii. Rotkäppchen

iii. Der gestiefelte Kater

iv. Schneewitchen

v. Die Bremer Stadtmusikanten

4. Poetry – choice to be given (interpretation of one poem out of three) (20)

i. Prometheus (Johann Wolfgang von Goethe)

ii. Hälfte des Lebens (Friedrich Hölderlin)

- iii. Die Lorelei (Heinrich Heine)
- iv. Fragen eines lesenden Arbeiter (Bertolt Brecht)

Recommended Books:

1. Deutsche Märchen und Sagen (By Rosemarie Griesbach)
2. For “Deutsche Literaturgeschichte” and Poetry (Materials will be provided by the subject teacher)

NEW SYLLABUS FOR CERTIFICATE COURSE IN FRENCH(HP University) – to be started FROM 2017 ONWARDS.

Examination will consist of TWO written exams of 100 marks each and one VIVA-VOCE of 50 marks. INTERNAL ASSESSMENT based on class attendance, participation and class tests will be of 50 marks. Total Marks= 300 marks.

Pass %age = 40%

Max Marks- 100 Time- 3hrs.

PAPER A (GRAMMAR)

Q1. Several basic applied Grammar exercises taken from the grammar sections of the text book. Eg- Use of articles, pronouns, prepositions, negation, numbers, gender, question making, time etc.50 marks

Q2. Conjugation of verbs in present, past, future tense. Filling the blanks with correct form of verb, changing tenses in a passage.30 marks

Q3. Changing the gender, opposites, adverbs, plurals etc.20 marks

Approved /
S. S. Nigam
15.11.16

S. S. Nigam
15.11.16

Pranab Chandra
15.11.16
अध्यक्ष
आधुनिक यूरोपिय और
अन्य विदेशी भाषा विभाग
हिमाचल विश्वविद्यालय

PAPER B (TRANSLATION AND COMPOSITION)

Max Marks-100 Time-3hrs.

Q1. Translation of a seen passage from the text book from French to English.

Choice of passages to be given.

– 20 marks

Q2. Answering general simple everyday questions in 2 to 3 lines in French. (10 out of 14 questions to be attempted)

-20marks

Q3. Using idioms, common expressions to construct simple sentences. -20 marks

Q4. Comprehension of an unseen passage in French.

– 20 marks

Q5. Simple essay of 300 words on any general topic. Choice to be given. – 20 marks

RECOMMENDED BOOKS

1. CONNEXIONS- METHODE DE FRANCAIS. Niveau 1. By Regine Merieux and Yves Loiseau.
2. PLAISIR D'ECRIRE –Essays, Agendas, Letters. By Viral Thakker.
3. GRAMMAIRE FRANCAISE PAR ETAPES A1. By Sanjay Kumar.

Approved,
Shela Nay
15.11.16

Shapoor
15.11.16.

Premal Chandel
15.11.16

अध्यक्ष
आधुनिक यूरोपिय और
अन्य विदेशी भाषा विभाग
हिं.प्र. विश्वविद्यालय, जिला -

PAPER B (Translation and Composition)

Max Marks – 100. Time-3hrs

- Q1. Translation of a seen passage from the book from French to English. -15marks
- Q2. Translation of sentences from English to French. -15 marks
- Q3. Essay writing on any general topic. Choice to be given. -15 marks
- Q4. Construction of sentences using familiar expressions and idioms. -15 marks
- Q5. Short descriptive questions from the prescribed tales of the story book **"Contes et Nouvelles de France"**. Questions related to author, character sketch, theme etc can be asked. 4 out of 7 questions to be attempted. Questions to be asked ONLY from the following stories: **"La Parue", "La Dot", "La Rempailleuse", "Les Deux Auberges"**. 40 marks

RECOMMENDED BOOKS

1. CONNEXIONS- METHODE DE FRANCAIS. Niveau 2. By Regine Merieux and Yves Loiseau.
2. Story book – "CONTES ET NOUVELLES DE FRANCE" -1ST SELECTION by Jatinder Singh. Stories to be studied: 'La Parue, La Dot, La Rempailleuse, Les Deux Auberges.
3. PLAISIR D'ECRIRE –Essays, Agendas, Letters. By Viral Thakker.
4. GRAMMAIRE FRANCAISE PAR ETAPES A1. By Sanjay Kumar.

Approved,
Shila Kalyan
15.11.16

Shilpa Kalyan
15.11.16
Preeti Chandel
15.11.16
अध्यक्ष
आधुनिक यूरोपिय और
अन्य विदेशी भाषा विभाग
हिोप्रो विश्वविद्यालय, शिमला - ६

PAPER B (Translation and Composition)

Max Marks – 100. Time-3hrs

- Q1. Translation of a seen passage from the book from French to English. -15marks
- Q2. Translation of sentences from English to French. -15 marks
- Q3. Essay writing on any general topic. Choice to be given. -15 marks
- Q4. Construction of sentences using familiar expressions and idioms. -15 marks
- Q5. Short descriptive questions from the prescribed tales of the story book "**Contes et Nouvelles de France**". Questions related to author, character sketch, theme etc can be asked. 4 out of 7 questions to be attempted. Questions to be asked ONLY from the following stories: "**La Parue**", "**La Dot**", "**La Rempailleuse**", "**Les Deux Auberges**". 40 marks

RECOMMENDED BOOKS

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2. Story book – "CONTES ET NOUVELLES DE FRANCE" -1ST SELECTION by Jatinder Singh. Stories to be studied: 'La Parue, La Dot, La Rempailleuse, Les Deux Auberges.
3. PLAISIR D'ECRIRE –Essays, Agendas, Letters. By Viral Thakker.
4. GRAMMAIRE FRANCAISE PAR ETAPES A1. By Sanjay Kumar.

Approved,
Shila Negi
15.11.16

Shilpa Negi
15.11.16
Premkesh Chandel
15.11.16
अध्यक्ष
आधुनिक यूरोपिय और
अन्य विदेशी भाषा विभाग
हि०प्र० विश्वविद्यालय, शिमला - ६

NEW SYLLABUS FOR ADVANCED DIPLOMA IN FRENCH (H P UNIVERSITY) – to be started from 2017 ONWARDS.

Examination will Consist of Three Written Papers of 100 Marks each One viva-voce of 50 Marks and internal assessment of 50 Marks based on class attendance, participation and class tests.

Use of Dictionary is allowed in all papers.

Total Marks = 400 marks

Time = 3hours Pass %age = 40%

Note: Students may be given direct admission to Advanced Diploma Course at the discretion of the class teacher subject to the condition that they possess a valid degree of Diploma level from another recognized institute.

PAPER A (Grammar and Expression)

Total- 100 marks.

- Q1. Applied exercises of Grammar taken from the text book. Adequate choice to be given. ...40 marks
- Q2. Construction of sentences using common expressions and idioms. ...10 marks
- Q3. Forming sentences using Direct or Indirect speech. ...20 marks.
- Q4. Construction of mini-dialogues between 2 persons on some particular topic taken from the text book. ...15 marks
- Q5. Comprehension from the short passages from the text book. ...15 marks.

Approved,
Sheela Hays
15.11.16

Shapoori
15.11.16
Pramila Chandra
15.11.16
अध्यक्ष
आधुनिक यूरोपिय और
अन्य विदेशी भाषा विभाग
हि.प्र. वि.वि.प्र. शिमला - 5

PAPER B (Translation and Comprehension)

Total – 100 marks

- Q1. Translation of an unseen passage from French to English20 marks
- Q2. Translation of an unseen passage from English to French.20 marks
- Q3. Comprehension of an unseen passage in French. Choice of passages may be given.20 marks
- Q4. Answering certain everyday questions utilizing familiar expressions. Choice to be given. 20marks
- Q5. Letter writing: Applying for a job, motivational letter, etc. ...20 marks

Approved
Shah Na
15.11.16

Shah Na
15.11.16

Premal Chandra
15.11.16

अध्यक्ष
आधुनिक यूरोपिय और
अन्य विदेशी भाषा विभाग
हिमाचल विश्वविद्यालय, शिमला - 5

PAPER C (Literature and Civilisation)

Total- 100 marks

Q1. Descriptive literary questions to be asked from the novel "Les Trois Mousquetaires" by Alexandre Dumas. Questions can be pertaining to character sketch, central theme, ideas of the book, etc. Choice of questions to be given.

....50 marks

Q2. Brief sketch of the author Alexandre Dumas (1803-1870), his thoughts and his ideas and the themes he deals with in his works. Choice of questions to be given.

....20 marks

Q3. Brief questions on the literary times of that period, and the society of the 17th century. Choice of questions to be given.

....30 marks.

BOOKS RECOMMENDED

- 1 CONNEXIONS BOOK 3 – Methode de Francais. By Regine Merieux, Yves Loiseau, Beatrice Bouvier.
- 2 CONNEXIONS BOOK 3 – Cahier d'exercices.
- 3 LES TROIS MOUSQUETAIRES Tome 1: Au service du roi. By Alexandre Dumas. . Lire en francais facile (Hachette).
- 4 GRAMMAIRE FRANCAISE PAR ETAPES A1. By Sanjay Kumar.

Approved
Shela Nay
15.11.16

Shapoor
15.11.16

Premal Chandra
15.11.16
अध्यक्ष
आधुनिक युरोपिय और
अन्य विदेशी भाषा विभाग
हिंदू विश्वविद्यालय, शिवा

Himachal Pradesh University, Shimla - 171005
(NAAC Accredited 'A' Grade University)
Department of Journalism and Mass Communication

Proceedings of the meeting of PG Board of Studies in Journalism and Mass Communication

Date and time: 17 November 2022 (12.15 pm)

Venue: Online (Link: <https://meet.google.com/cfm-apta-pzi>)

The following were present:

1. Dr. Kanwaljit Singh, Associate Professor, Dept. of Journalism and Mass Communication, HPU – Chairman/Convener
2. Mr. Jyoti Kamal, Executive Editor, Network 18 Punjab – External Expert
3. Prof. Shashi Kant, Dept. of Journalism and Mass Communication, HPU – Member
4. Prof. Vikas Dogra, Dept. of Journalism and Mass Communication, HPU – Member
5. Mr. Ajai Srivastava, Associate Professor (Journalism and Mass Communication), ICDEOL, HPU – Member
6. Dr. Ajay Kumar, Assistant Professor, Dept. of Journalism and Mass Communication, HPU – Member

Item 1: To update and modify norms and syllabus of Master of Arts in Journalism and Mass Communication in view of the introduction of CBCS with effect from academic session 2022-23.

Decision: After a detailed discussion, the members recommended the modifications to the norms, programme structure and syllabus of Master of Arts in Journalism and Mass Communication according to CBCS norms to be applicable w.e.f. Academic Session 2022-23 as per Annexure A.

Item 2: To decide the norms and course work for Doctor of Philosophy in Journalism and Mass Communication (Ph.D. in Journalism and Mass Communication).

Decision: After a detailed discussion, the BoS members recommended the norms and course work for Doctor of Philosophy in Journalism and Mass Communication (Ph.D. in Journalism and Mass Communication) to be applicable w.e.f. Academic Session 2022-23 as per Annexure B.

(Ajay Kumar)

(Ajai Srivastava)

(Vikas Dogra)

(Shashi Kant)

(Jyoti Kamal)

(Kanwaljit Singh)


विभागाध्यक्ष
पत्रकारिता एवं जन संपर्क विभाग
हि.प्र. विश्वविद्यालय, शिमला - ६

Annexure A

Himachal Pradesh University, Shimla – 171005
Department of Journalism and Mass Communication

Norms, Structure and Programme Contents
Master of Arts in Journalism and Mass Communication MA(JMC)
w.e.f. Academic Session 2022-23
As Per CBCS Norms
Approved in PG-BoS held on 17.11.2022

(Ajay Kumar)
sd

(Ajai Srivastava)
sd

(Vikas Dogra)
sd

(Shashi Kant)
sd

(Jyoti Kamal)
sd

(Kanwaljit Singh)
sd


विभागाध्यक्ष
पत्रकारिता एवं जन संपर्क विभाग
हि०प्र० विश्वविद्यालय, शिमला - ५

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MA(JMC) Programme Structure.....	8
Course Contents	
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Modern Journalism.....	11
Social Media and Mobile Journalism	14
Convergence Media	17
Advertising and Online Promotion	19
Broadcast Journalism and Production	22
Communication Research	25
Public Relations and Public Opinion in Digital Age.....	27
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Comprehensive Viva Voce	40
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Basics of Convergence Media	51
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Norms and Structure

for Master of Arts in Journalism and Mass Communication/ MA(JMC)

Programme Information

Duration: Two years (Full-time)

Minimum credits: 100

Total seats: 30 (25 subsidized + 05 non-subsidized)

Supernumerary seats: As per Himachal Pradesh University norms.

Reservation: As per Himachal Pradesh University norms. The reserved seats shall be worked out on the basis of the existing 120-point roster.

Fee structure:

- Subsidized seats: Fees and charges as per Himachal Pradesh University Rules
- Non-subsidized seats: Rs.20000 per semester along with other charges/fees of the University

Eligibility Criteria

Age Limit: As per Himachal Pradesh University norms.

Educational Qualifications: Graduation (or equivalent) degree in any discipline from a recognized University established by law with at least 50% marks (45% marks) in case of SC/ST candidates).

Admission: The admission shall strictly be on the basis of merit achieved in the entrance process. The entrance process will be of 100 marks and will be held in two stages: Stage 1 – Written Test (80 marks); and Stage 2 – Personal Interview (20 marks). The marks of both the written test and personal interview will be added for the final merit. A maximum of three-times the candidates in each category will be invited for the personal interview stage. A minimum of 35 percent (aggregate of Stage 1 and Stage 2) in the entrance process are required to qualify for admission.

Degree requirements:

- To be eligible for the award of the degree of MA(JMC) a candidate must secure a minimum of **100 credits, subject to the following minimum conditions:**
 - Core Courses: 14 courses (or 80 credits), including 10 Discipline Specific Core (or 60 credits) and four Skill Enhancement Core Courses (or 20 credits). In addition to this one non-CGPA Ability Enhancement Course is mandatory.
 - Discipline Specific Elective Courses: Three courses (or 12 credits)
 - Generic Elective Courses: Two courses (or 08 credits) from other disciplines
- In each individual course, a candidate must secure a minimum of 40% marks each in internal assessment, practical exam, and semester-end theory exam to pass a course and earn credits in that course.
- Attendance: 75% of total lectures delivered in all courses/papers, including Cleanliness Drive and Mentorship programme.

Internal Assessment (IA): Internal Assessment shall be based on the performance in the class (CCA) along with attendance. CCA shall be based on one or some of the following: class tests, quiz, assignments, classroom participation, seminars, presentations, discussions, group exercises, etc. The marks for attendance shall be awarded to regular students as follows:

Classroom Attendance Incentive: Those having greater than 75% attendance (25% will be added to percent attendance of students representing the University in co-curricular activities) will be awarded IA marks as follows: $\geq 75\%$ but $< 80\%$ – 1 mark; $\geq 80\%$ but $< 85\%$ – 2 marks; $\geq 85\%$ but $< 90\%$ – 3 marks; $\geq 90\%$ but $< 95\%$ – 4 marks; and $\geq 95\%$ – 5 marks.

**Details of Written Test for Admission
to Master of Arts in Journalism and Mass Communication**

The written test will be of 90 minutes. There will be no negative marking. The written test shall have two parts, A and B, as follows:

Part A – General Aptitude Test – 60 marks

Part B – Subjective-type Test– 20 marks

Part A

General Aptitude Test (60 Multiple Choice Questions of one mark each). All questions are compulsory.

Instructions:

1. Logical Ability – 10 marks
2. Current Affairs – 10 marks
3. General Knowledge – 10 marks
4. English Language Ability – 15 marks
 - One Comprehension para graph (to evaluate analytical ability and reasoning) – 5
 - Vocabulary – Synonyms (2); Antonyms (2)
 - Grammar – Sentence improvement (2); Word substitution (2); Spotting the errors (2)
5. Hindi Language Ability – 15
 - One Comprehension para graph (to evaluate analytical ability and reasoning) – 5
 - Vocabulary – Synonyms (2); Antonyms (2)
 - Grammar – Sentence improvement (2); Word substitution (2); Spotting the errors (2)

Part B

Subjective-type Test (Two long-answer questions of 10 marks each)

1. English paragraph – 10 marks
 - One paragraph in English in 200 words on one out of the two given current affairs topics.
 - The candidate should strictly adhere to the word limit and write the paragraph in English only.
2. Hindi paragraph – 10 marks
 - One paragraph in Hindi in 200 words on one out of the two given current affairs topics.
 - The candidate should strictly adhere to the word limit and write the paragraph in Hindi only.

List of Courses

Discipline Specific Core Courses

Course Code					Title of the course	Credits				Marks Distribution			
LE	SUB	YR	SE M	NO.		L	T	P	TO T	IA ~	PR	ESE	TO T
Semester – I													
M	JMC	22	1	01	Communication Theory	5	1	0	6	20	0	80	100
M	JMC	22	1	02	Modern Journalism	4	1	1	6	20	0	80	100
M	JMC	22	1	03	Social Media and Mobile Journalism	4	1	1	6	20	0	80	100
M	JMC	22	1	04	Convergence Media	4	1	1	6	20	0	80	100
Semester – II													
M	JMC	22	2	01	Advertising and Online Promotion	4	1	1	6	20	0	80	100
M	JMC	22	2	02	Broadcast Journalism and Production	4	1	1	6	20	0	80	100
Semester – III													
M	JMC	22	3	01	Communication Research	5	1	0	6	20	0	80	100
M	JMC	22	3	02	Public Relations and Public Opinion in Digital Age	4	1	1	6	20	0	80	100
Semester – IV													
M	JMC	22	4	01	Media Ethics, Laws and Development	5	1	0	6	20	0	80	100
M	JMC	22	4	02	Visual Communication and Design	4	1	1	6	20	0	80	100

Skill Enhancement Core Courses

Semester – I													
M	JMC	2 2	1	05	Value-added Communication Practice-1	0	0	4	4	20	80	0	100
Semester – II													
M	JMC	2 2	2	03	Value-added Communication Practice-2	0	0	6	6	20	80	0	100
Semester – III													
M	JMC	2 2	3	03	Value-added Communication Practice-3	0	0	6	6	20	80	0	100
Semester – IV													
M	JMC	2 2	4	03	Comprehensive Viva Voce	0	0	4	4	0	100	0	100

Ability Enhancement Core Course*

Semester-III													
M	JMC	2 2	3	04	Industry Internship*	0	0	4	4	20	80	0	100

Discipline Specific Elective Courses

Semester-I													
M	JMC	22	1	06	Community and Community Media	3	1	0	4	20	0	80	100
Semester – II													
M	JMC	22	2	04	Development Communication	3	1	0	4	20	0	80	100
Semester-III													
M	JMC	22	3	05	Media and Cultural Studies	3	1	0	4	20	0	80	100
Semester-IV													
M	JMC	22	4	04	Dissertation	0	1	3	4	20	80	0	100
M	JMC	22	4	05	Major Project	0	0	4	4	20	80	0	100

Generic Elective Courses^

Semester II													
M	JMC	22	2	05	Basics of Convergence Media	4	0	0	4	20	0	80	100
Semester IV													
M	JMC	22	4	06	Ethico-legal Issues in Media	4	0	0	4	20	0	80	100

^Generic Elective Courses listed here are inter-departmental and are available only for students of other disciplines. A maximum of 30 seats are available per course per semester on first-come-first-serve basis.

*Mandatory Non-CGPA Core Course.

List of abbreviations

ESE	End-semester Examination
IA	Internal Assessment
JMC	Journalism and Mass Communication
L	Lecture
LE	Level
M	Master of Arts
PR	Practical Exam
SEM	Semester
SUB	Subject
T	Tutorial
TOT	Total marks
YR	Year of introduction

MA(JMC) Programme Structure

Sem	Core Courses ^{&} (80 credits)		Non-credit Core Course	Elective Courses (20 credits)	
	Discipline Specific Core (60 credits)	Skill Enhancement Core (20 credits)	Ability Enhancement Core Course	Discipline Specific Elective [§] (12 credits)	Generic Elective (8 credits)*
I	Communication Theory (6)	Value-added Communication Practice-1 (4)		Community and Community Media (4)	
	Modern Journalism (6)				
	Social Media and Mobile Journalism (6)				
	Convergence Media (6)				
II	Advertising and Online Promotion (6)	Value-added Communication Practice-2 (6)		Development Communication (4)	Generic Elective -1 (4)
	Broadcast Journalism and Production (6)				
III	Communication Research (6)	Value-added Communication Practice-3 (6)	Industry Internship [@]	Media and Cultural Studies (4)	
	Public Relations and Public Opinion in Digital Age (6)				
IV	Media Ethics, Laws and Development (6)	Comprehensive Viva Voce (4)		Dissertation [#] (4) Or Major Project (4)	Generic Elective -2 (4)
	Visual Communication and Design (6)				

[&] All core courses are compulsory, including Discipline Specific and Skill Enhancement Core Courses.

[#] Only regular students (with the exception of foreign nationals) who have accumulated 54 credits with an aggregate of at least 60 percent marks in semesters I and II can opt for this course.

^{*} Each candidate has to earn eight credits from the basket of generic elective (GE) courses *offered by other Departments of the University*. Each GE course is of four credits.

[§] A student has to opt for at least three Discipline Specific Elective Courses throughout the duration of the degree programme, selecting a maximum of one course per semester.

[@] Industry Internship can be undertaken after 3rd semester end-semester examinations. This is a non-CGPA mandatory course. The credits for this course will not be added to the aggregate credits earned by a candidate for the degree programme.

Communication Theory

Course Code	MJMC22101							
Course Title	Communication Theory							
Course Credits	Lecture		Tutorial		Practice		Total	
	5		1		0		6	
Contact hours	75		15		0		90	
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks	
	Attendance	CCA						
	5	15	0	80	100			
Course objective	This course aims to steer a student towards understanding the role and importance of communication in society. The course also builds a theoretical background for understanding how communication works. This course lays the theoretical base for applied communication courses.							
Pass marks	IA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	20	40%	00	00	80	40%	100	40%

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have five sub-sections covering the five units of the syllabus. One out of two questions from each sub-section is to be answered (500 words) for 12 marks each.	5 x 12 = 60 marks
Total Marks (A+B)		80 marks

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	BASIC CONCEPTS Communication: Meaning, Forms, Functions; 'Mass' concept: Mass society, mass audience, mass communication and its process Media and society theory: the mass society, Marxism and political economy, functionalism (<i>including</i> power and inequality, social integration and identity, social change and development, space and time) Mass communication theory: Dominant vs. alternative paradigm for theory and research Normative Media Theories: Authoritarian theory, Libertarian theory, Social Responsibility theory, Soviet media theory, Development media theory and Democratic-participant media theory	15	3	0
II	DIRECT EFFECTS Lasswell's Propaganda, Walter Lippmann's Public Opinion, Herman and Chomsky's Propaganda Theory; Bullet theory and S-R model; Berlo's SMCR model; Schramm's Field of Experience model; Osgood & Schramm's circular model; Lasswell formula; Shannon and Weaver's Mathematical Model.	15	3	0
III	LIMITED EFFECTS Lazarsfeld's Two-step flow theory and personal Influence;	15	3	0

	Attitude Change: Attitude: definition, structure & role; major findings of Hovland's attitude-change (persuasion) research; Selective Exposure, Selective Attention, Selective Perception; Klapper's Reinforcement (Phenomenistic) Theory; Krugman's Theory of Low Involvement; Festinger's Cognitive Dissonance Theory; Catharsis and media.			
IV	FUNCTIONALISM AND ACTIVE AUDIENCE Television Violence Theories; Social Cognition from Mass Media; Transmission versus Ritual Perspectives Active-Audience Theories: Media Functions vs. Media Uses, Uses-and-Gratifications Approach, Uses-and-Gratifications Research and Effects Development of Reception Studies: Hall's Encoding/Decoding Communication Decoding and Sensemaking; Agenda-Setting; Neuman's Spiral of Silence; Second Level Agenda Setting	15	3	0
V	SEMIOTICS, IDEOLOGY AND MEANING-MAKING Semiotics: Saussure's signifier, signified and signification; Sign: meaning and categories; Codes: meaning and categories; Signification (denotation, connotation, myth, symbols, metaphor, metonymy) Ideology: Its meaning and definitions; interaction of ideology, signs and meaning	15	3	0

Essential Reading:

- Andal, N. (2005). *Communication Theories and Models*. Bangalore: Himalaya Publishing House.
- Baran, S. J., and Davis, D. K. (2012). *Mass Communication Theory: Foundations, Ferment, and Future* (6th Ed). Wadsworth, Cengage Learning
- Fiske, J. (2011). *Introduction to Communication Studies: Studies in Culture and Communication* (3rd Ed). Oxon: Routledge.
- McQuail, D. (2010). *McQuail's Mass Communication Theory* (6th Ed). London, Thousand Oaks, New Delhi, Singapore: Sage Publications.
- Rosengren, E. K. (2000). *Communication: An Introduction*. London: Sage Publications.

Additional Reading:

- Aggarwal, V. B. and Gupta, V. S. (2002). *Handbook of Journalism & Mass Communication*. New Delhi: Concept Publication Company.
- Kumar, K. J. (2007). *Mass Communication in India* (4th Ed). Mumbai: Jaico Publishing House.
- Narula, U. (2006). *Handbook of Communication: Models, Perspectives and Strategies*. New Delhi: Atlantic Publications.
- West, R., and Turner, L. H. (2010). *Introducing Communication Theory: Analysis and Application* (4th Ed). McGraw Hill

Modern Journalism

Course Code	MJMC22102							
Course Title	Modern Journalism							
Course Credits	Lecture		Tutorial		Practice		Total	
	4		1		1		6	
Contact hours	60		15		30		105	
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks	
	Attendance	CCA						
	5	15	0	80	100			
Course objective	This course builds the basic foundation of a budding journalist, helping her understand basics arts of journalism: reporting and editing in the changing media landscape. Through a journey into various facets of and approaches to news, it prepares the learner to be a responsible journalist and for an entry level positions in any news organisation.							
Pass marks	IA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	20	40%	0	0	80	40%	100	40%

* Practical examination to be conducted internally.

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have five sub-sections covering the five units of the syllabus. One out of two questions from each sub-section is to be answered (500 words) for 12 marks each.	5 x 12 = 60 marks
Total Marks (A+B)		80 marks

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	JOURNALISM IN THE AGE OF ICT Journalism: Concept, Roles and responsibilities in democracy; Freedom of speech and expression (Article 19[1] [a] and Article 19[2]) Concepts of Public Sphere and Public Interest Journalism as creative non-fiction: Joseph Pulitzer's New Journalism, Literary Journalism, Narrative Journalism, Immersive Journalism and Lifestyle Journalism. News: meaning, definition, news values; Elements (attribution, accuracy, verification, balance, fairness, brevity); dateline, credit line, byline, The news process: from the event to the reader (how news is carried from event to reader with emphasis on ICTs);	12	3	6
II	TRADITIONAL AND MODERN NEWS PRODUCTION Organizing a news story, 5W's and 1H, Inverted pyramid Lead: importance, types of lead; Body copy Changes in news worthiness, news selection, and news construction for internet- and mobile-based outlets. Use of archives, sources of news; use of online sources, search engines, big data and social media for news Use of multimedia content in news; use of infographics Critical concerns: Trial by media, Sting Operation (use and misuse)	12	3	6

	Paid news, fake news, Post-truth, “Leaks”; Yellow Journalism, Penny Press, Tabloid Journalism; Speed vs. accuracy in the digital world; Market-driven journalism			
III	NEWS GATHERING ROLES Reporter: role, functions and qualities General assignment reporting/working on a beat; news agency reporting; reporting for online news service and blogs Covering Speeches, meetings and press conferences Covering of beats: crime, courts, city reporting, local reporting, local bodies, hospitals, health, education, sports. Interviewing: doing the research, setting up the interview, conducting the interview, different ways of using the interview in a news story Overlapping roles and changing styles and subjects in the ICT age	12	3	6
IV	NEWS PROCESSING Newsroom, organizational setup of a newspaper; Editorial department; Role of Chief-sub, sub/copy-editor, editor and news editor, chief of bureau, city chiefs, and correspondents; Photo-editor and photographers Introduction to editing: Principles of editing, importance of style sheet; Headlines: functions and types, typography, language and style Pictures: Importance of pictures, selection of news pictures, editing photographs, photo captions. Editorial and Op. Ed. page: structure, purpose, edits, middles, letters to the editor, special articles, opinion pieces News processing for online news services and blogs; overlapping roles	12	3	6
V	CREATIVE NON-FICTION Features: Types of features and human interest stories Creative strategies for idea generation: Generating alternatives, challenging assumptions, the reversal method, analogy technique, choice of entry point and attention area, snowballing, random stimulation Structuring the feature: Theme statement, scratch outline, inverted pyramid approach, nut graph, five-box approach, linear, circular and frame narratives Week-end pullouts, supplements, backgrounders; Columns	12	3	6

Essential Reading:

- Baskette and Scissors. *The Art of Editing*. Allyn and Bacon.
- Bender, J. R., Davenport, L. D., Drager, M.W., and Fedler, F. (2016). *Reporting for the Media* (11th Ed). Oxford University Press
- De Bono, E. (1990). *Lateral Thinking: A Textbook of Creativity*. London: Penguin Books
- De Bono, E. (2007). *How to Have Creative Ideas*. Random House
- Flemming, C., and Hemmingway, E. (2006). *An Introduction to Journalism*. Vistaar Publications.
- Hodgson, F.W. *Modern Newspaper Practice: A Primer on the Press*. Focal Press.
- Itule, B. D., and Anderson, D. (2000). *News Writing and Reporting for Today's Media*. NY: McGraw Hill.
- Keeble, R. (2006). *The Newspaper's Handbook*. Routledge
- Ludwig, M. D. (2005). *Modern News Editing*. New York: Wiley-Blackwell.
- Rodmann, G. (2007). *Mass Media in a Changing World*. McGraw Hill Publication.

- Stein, M.L., Paterno, S. and Burnett, R. C. (2006). *News writer's Handbook: An Introduction to Journalism*. Blackwell Publishing.
- Kramer, M. & Call, W. (2007). *Telling True Stories: A Non-fiction Writers Guide*. NY: Plume-Penguin

Additional Reading:

- Chaturvedi, S. N. *Dynamics of Journalism and Art of Editing*. Cyber Tech Publications.
- Fedler, F. (1989). *Reporting for the Print Media* (4th Ed). NY: Harcourt, Bruce Jovanovich Inc.
- MacDougall and Daniel, C. (1973). *Principles of Editorial Writing*. W.C. Brown Co.
- Evans, H. (1974). *Editing and Design* (Five Volumes). London: William Heinemann.
 - Book one: *New Man's English*
 - Book Two: *Handling Newspaper Text*
 - Book Three: *News Headlines*
 - Book Four: *Picture Editing*
 - Book Five: *Newspaper Design*
- Mencher, M. (2003). *News Reporting and Writing*. NY: McGraw Hill.
- Meera, R. (2009). *Feature Writing*. New Delhi: PHI Learning Pvt. Ltd.
- Roorbach, B. (1998). *Writing life stories*. Cincinnati, OH: Story Press.
- Sims, N. (2008). *True Stories: A Century of Literary Journalism*. Northwestern University Press
- Harrington, W. (Ed.) (1997). *Intimate Journalism: The Art and Craft of Reporting Everyday Life*. New York: Sage Publications.

Social Media and Mobile Journalism

Course Code	MJMC22103							
Course Title	Social Media and Mobile Journalism							
Course Credits	Lecture		Tutorial		Practice		Total	
	4		1		1		6	
Contact hours	60		15		30		105	
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks	
	Attendance	CCA						
	5	15	00		80		100	
Course objective	This course introduces the learner to varied multimedia technologies, concepts and production basics using these technologies initiating the learner into seamlessly producing multimedia content for most media platforms, especially the Internet. The course also prepares budding journalists to use mobile devices and social media as professional journalists in three main ways: newsgathering, distributing content, and engaging with the audience. They will learn the fundamental skills that news operations require in the modern world.							
Pass marks	IA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	20	40%	00	00	80	40%	100	40%

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have five sub-sections covering the five units of the syllabus. One out of two questions from each sub-section is to be answered (500 words) for 12 marks each.	5 x 12 = 60 marks
Total Marks (A+B)		80 marks

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	THINKING AUDIENCE News Consumption on mobile and social media Impact on: Journalists, Newsgathering, Distribution of news, Audience engagement, Class hashtag, Staying informed Social media editorial strategies, Keep them coming back for more; The power of social media providers; Different platforms, different approaches; Mobile and social media strategy analysis; Social media branding and journalism Social media presence: Search, analyze and act, Assume everything is public, Building a social media brand, Separate personal and professional accounts, Online spaces, Creating standout social media profiles, Consistency, Social media post, Become the go-to journalist, Social media audit, Build your presence; Beyond the “final” story: Continuing the conversation, Measuring the success of mobile and social media activity, Use social media and web analytics in newsrooms	12	3	6
II	MULTIMEDIA MEDIA PRODUCTION-I	12	3	6

	Digital Hardware: Working Remotely, Equipment and Accessories, Production Apps, Shooting and Editing Video, Recording and Editing Sound, Still Photography Digital cameras (Consumer, Prosumer, SLR, Mirrorless camera); CCD and CMOS sensors; APS-C, Four-thirds, One-inch and Full Frame sensor sizes; Audio capture and mixing devices Mobile and smart devices for content creation and sharing; wearable technologies; Mobile device production and post production accessories and tools; Live-casting using mobile devices Offline and cloud storage and sharing, FTP, Networking, Wireless connections, Internet connectivity and bandwidth			
III	MULTIMEDIA MEDIA PRODUCTION-II Word processing: Understanding newspaper stylesheets Photography basics: Composition and Editing Video basics: Basic camera shots, movements, composition, perspective; language of vision mixing (transitions) Lighting: Hard and soft light, cool and warm light, interior and exterior light, natural and artificial sources Audio basics: Diegetic and non-diegetic sound; mono, stereo and surround sound; Characteristics of sound (pitch, duration, loudness, timbre, texture, attach, decay, rhythm and spatial location); Graphics: Types of typefaces and fonts	12	3	6
IV	FROM THE FIELD: THE MOBILE JOURNALIST Digital-First Mindset: Mobile and social first, Planning Your Story: The digital-first story pitch, different types of stories, different approaches Mobile-First Workflow: A digital juggling act, Workflow in Action, Website Tutorials, Mobile-first discussion, Teaching moment, MOJO groove, Live covering, Scavenger hunt Social media optimization; Writing for social media and mobile devices	12	3	6
V	SOCIAL MEDIA ENGAGEMENT AND AUDIENCE ANALYTICS Online Measures: Concepts: Click baits, Page views vs. Unique Page Views, Hits, Cost of Ignoring, SEO, Conversion rate, Audience engagement Sterne's Social media measures: Buzz, popularity, fans/followers/friends, mainstream media mentions, virality, second-degree reach, downloads/uploads, likes/favorites, comments/ratings, bookmarks, subscriptions, page views, sentiment, engagement rate Google Analytics, Google AdSense, Facebook Insights, Twitter Analytics Pitfalls of analytics, Analytics tools, Report, Share, Experiment, Measure, Adjust			

Essential Reading:

- Bull, A. (2015). *Multimedia Journalism: A Practical Guide*. Routledge
- Kindem, G., and Musburger, R. B. (2009). *Introduction to Media Production: The Path to Digital Media Production* (4th Ed). Focal Press
- Li, Z., and Drew, M. S. (2004). *Fundamentals of Multimedia*. NJ: Pearson Education International
- Orlebar, J. (2002). *Digital Television Production: A Handbook*. London and NY: Arnold
- Villamil-Casanova, J., and Molina, L. (1997). *Multimedia Production, Planning and Delivery*. Prentice Hall
- Gunter, B. (2000). *Media Research Methods: Measuring Audiences, Reactions and Impact*. London, Thousand Oaks, New Delhi: Sage Publications

- Kohli-Khandekar, V. (2013). *The Indian Media Business* (4th Ed). LA, London, New Delhi, Singapore, Washinton DC: Sage.
- Kothari, G. (1995). *Newspaper Management in India*. New Delhi: DK Publishers.
- Lipschultz, J. H. (2018). *Social Media Communication: Concepts, Practices, Data and Law* (2nd Ed). NY and London: Routledge
- McPhail, T. L. (2006). *Global Communication: Theories, Stakeholders, and Trends* (2nd Ed). MA, Oxford, Victoria: Blackwell Publishing
- McQuail, D. (2010). *McQuail's Mass Communication Theory* (6th Ed). London, Thousand Oaks, New Delhi, Singapore: Sage Publications.
- Sterne, J. (2010). *Social Media Metrics: How to Measure and Optimize Your Marketing Investment*. New Jersey: John Wiley and Sons.
- Ranganathan, M., and Rodrigues, U. M. (2010). *Indian Media in a Globalised World*. New Delhi: Sage

Additional Reading:

- Kaur, R., and Mazzarella, W. (Eds.) (2009). *Censorship in South Asia: Cultural Regulation from Sedition to Seduction*. Indiana University Press
- Sindhvani, T.N. (1975). *Newspaper Economics and Management*. New Delhi: Ankur Publishing House
- Thayer, F. (1954). *Newspaper Business Management*. New York: Prentice Hall

Convergence Media

Course Code	MJMC22104							
Course Title	Convergence Media							
Course Credits	Lecture		Tutorial		Practice		Total	
	4		1		1		6	
Contact hours	60		15		30		105	
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks	
	Attendance	CCA						
	5	15	00	80	100			
Course objective	The course prepares the student for holistic understanding of new media technologies. While introducing the student to the potential and pitfalls of this technology, the course prepares them to engage with the technology meaningfully and efficiently.							
Pass marks	IA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	20	40%	00	00	80	40%	100	40%

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have five sub-sections covering the five units of the syllabus. One out of two questions from each sub-section is to be answered (500 words) for 12 marks each.	5 x 12 = 60 marks
Total Marks (A+B)		80 marks

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	EVOLUTION OF ICTS Phase 1: From cave paintings and fire signals to telegraph Phase 2: Telegraph to broadcasting Phase 3: Digital ICTs, Social and Mobile Media, Artificial Intelligence Concepts: Digital natives and Millennials, Net Etiquette, Cyber Culture, Theoretical Concerns: Technology determinism, ICT proliferation and digital divide; Digital (Human) Rights	12	3	6
II	EXPANDING LEXICON Tools: SEO, Analytics, Cross-platform promotion, click baits, crowd funding, crowd sourcing, geotagging, angel investors and start-ups, 3-D printing, Wearable technologies Concepts: Web 2.0, Cloud computing, Ubiquitous Computing and Internet of Things, Cleverbots and Natural Language Processing, Metaverse, Web 3.0 – The Semantic Web Theoretical Concerns: Singularitarianism, Techno-progressivism, Technological utopianism, Posthumanism and Transhumanism	12	3	6
III	CONSTRUCTING REALITY Virtual Everything: Virtual world, Virtual Avatars, Virtual Reality (Virtual, Immersive, Extended, Mixed and Augmented Reality and Augmented virtuality); Reality–virtuality continuum; Simulated Reality, Hyper Reality,	12	3	6

	Video games: Transreality gaming; Location-based games (pervasive games, mixed reality games and augmented reality games); Cross media games (simulation games, LARP and alternate reality games); Concepts of First-person (gaming) Theoretical Concerns: Gamification; Media violence theories and video game violence: Catharsis, Reinforcement, Cultivation			
IV	THEORETICAL ISSUES Media selection: Media richness, Media naturalness, Social presence; Hyperpersonal Model Social Information Processing (SIP) Theory Social Identity Model of Deindividuation Effects Impression Management Model; Many avatars and many selves Information Society and Critique Castell's Network Societies; Mitchell's Urban Media Interface; Digital Archiving and Permanent Memory	12	3	6
V	CRITICAL ISSUES Issues: Breach of privacy; Direct and indirect surveillance with special emphasis on Big Data; Cyber Security Content Culture: Information Overload vs. Filter bubble and Echo chambers; Big Data, Data Mining and Reality Mining Internet cultures: Activism, Slackativism, Hackactivism; homogenization, hybridization, mobilization, pluralism, fragmentation, polarity; Internet Addiction; Truth-by-consensus, Truthiness, Wikiality, Post-truth Concerns: Cypherpunk movement; The Social Construction of Reality; Neo-Luddism and Technophobia, The Internet Paradox	12	3	6

Essential Reading:

- Castells, M. (2000). *The Rise of the Network Society*. Wiley-Blackwell.
- Eugenia, S. (2011). *Understanding New Media*. Sage
- Gane, N., and Beer, D. (2008). *New Media: The Key Concepts*. Oxford and New York: Berg
- Green, L. (2010). *The Internet: An Introduction to New Media*. Oxford and New York: Berg
- Lister, M., Dovey, J., Giddings, S., Grant, I. And Kelly, K. (2009). *New Media: A Critical Introduction* (2nd Ed). London and New York: Routledge.
- Manovich, L. (2001). What is New Media? In *The Language of New Media*. Cambridge: MIT Press. pp. 19-48.
- VanDijk, J. (2012). *The Network Society* (3rd ED). London: Sage.

Additional Reading:

- Baym, N. K. (2010). *Personal Connections in the Digital Age*. Chapter 3.
- Bogost, I. (2007). *Persuasive Games: The Expressive Power of Videogames*. MIT Press.
- Goldsmith, J., and Wu, T. (2006). *Who Controls the Internet? Illusions of Borderless World*. OUP
- Hassan, R., and Thomas, J. (2006). *The New Media Theory Reader*. Open University Press.
- Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide*. NYU Press.
- Lister Dovey, Giddings, Grant and Kelly, "New media and new technologies" (2003).
- Miller, V. (2011). *Understanding Digital Culture*. Sage Publications.
- Rosen, J. "The People Formerly Known as the Audience" What video games have to teach us about language and literacy. New York: Palgrave Macmillan.
- Veltman, K. H. (2006). *Understanding New Media: Augmented Knowledge and Culture*. University of Calgary Press

Advertising and Online Promotion

Course Code	MJMC22201							
Course Title	Advertising and Online Promotion							
Course Credits	Lecture		Tutorial		Practice		Total	
	4		1		1		6	
Contact hours	60		15		30		105	
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks	
	Attendance	CCA						
	5	15	00	80	100			
Course objective	Building upon the existing understanding and skills of mass communication and non-fiction creativity, this course incorporates advertising communication concepts and skills. The learner shall be able to navigate the traditional, online and mobile advertising industry environments with equal ease.							
Pass marks	IA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	20	40%	00	00	80	40%	100	40%

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have five sub-sections covering the five units of the syllabus. One out of two questions from each sub-section is to be answered (500 words) for 12 marks each.	5 x 12 = 60 marks
Total Marks (A+B)		80 marks

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	BASIC CONCEPTS Advertising: Definitions, functions and classification; Objectives: Perspectives on consumer behaviour; AIDA formula; Integrated marketing communication: concepts of marketing, marketing mix, branding, brand image and positioning; advertising in marketing mix; Marketing strategy, promotional strategy, advertising strategy (creative and media mix) Campaign: Concept, Campaign planning and strategy	12	2	4
II	ADVERTISING CREATIVES Copy: Ad copy concept & types of copy format; copy elements; copy structure; Homework concept; USP and appeals; writing effective copy. Visualization: concept and process; Display ad design and layout; Stages of layout for print: miniature, rough, revised rough, and comprehensive Creative execution styles used by advertisers; Tactical issues involved in the creation of print and radio, and TV commercials; Evaluation and approval of creative work by agencies	10	2	8
III	STRATEGY AND RESEARCH Media Strategy: Advertising media characteristics; media planning and its process; developing and implementing media strategies	12	4	6

	Ad Agencies: Role and types; selecting, compensating, and evaluating advertising agencies; use of integrated services Advertising Research: Pre-testing (copy testing) and post-testing (tracking studies); Research tools MRUC and IRS; BARC and TRPs, CPM; Readability Research (Flesch and Gunning Score); Online-offline measures; People's meters; Recall vs. recognition; Diaries; Physiological measures			
IV	ONLINE ADVERTISING Basics: Advantages; Online platforms (digital and rich media, search, email, mobile); Types – Display (leader board, skyscraper, banner, rectangles), Static/Dynamic ads, Email ad, Button ads, Interstitial ads, Native Ads (In-feed, Search ad [paid search, promote listing], recommendation widget, In-Ad with native elements, custom) Concepts: Impression, Conversion; Metrics [CTR, CPM, CPA, CPC, Time spent]; Ad server vs Ad Network; Targeting (Behavioral, contextual, demographic, geographic, remarketing, retargeting); Tracking (client-based, server-based, compound, conversion tracking, piggybacking)	14	4	6
V	MOBILE AND RICH MEDIA Mobile Ads: Advantages; Types (text, flash movies, banner, audio, video); Rich media ads: (Animation, 3D, tap-to-call, Social bookmark, swipe, CPD, Drag, Dynamic Location Overlay, Shake, Map, Twitter feed, Wipe, camera, Paint, and Gaming ads) Ad network and ad servers; Self-serve Advertising Platforms (Amazon, Facebook, Twitter, LinkedIn); Interactive Advertising Bureau (IAB)	12	3	6

Essential Reading:

- Belch, G. E., and Belch, M. A. (2003). *Advertising and Promotion* (6th Ed). McGraw Hill
- Jefkins, F. (1977). *Copywriting & its Presentation*. London: International Textbook Co.
- Jethwaney, J. (2010). *Advertising Management*. Oxford University Press
- Kanuk, L. L., and Schiffman, L. (1982). *Consumer Behaviour*. New Jersey: Prentice Hall
- Klapdor, S. (2012). *Effectiveness of Online Marketing Campaigns: An Investigation into Online Multichannel and Search Engine Advertising*. Dissertation TUM School of Management, Munich. Springer Gabler
- Lewis, H. G., and Nelson, C. (1999). *Advertising Age Handbook of Advertising*. NTC Contemporary
- Ogilvy, D. (1997). *Ogilvy On Advertising*. London: Prion books
- Parameswaran, M. G. (2001). *Brand Building Advertising*. Tata McGraw Hill
- Plummer, J., Rappaport, S., Hall, T., and Barocci, R. (2007). *The Online Advertising Playbook: Proven Strategies and Tested Tactics from The Advertising Research Foundation*. New Jersey: John Wiley & Sons
- Sengupta, S. (2005). *Brand Positioning: Strategies for Competitive Advantage* (2nd Ed). Tata McGraw-Hill Education
- Tiwari, S. (2003). *The (un) Common Sense of Advertising*. Response Books
- Tiwary, A. (2016). *Know Online Advertising*. Partridge
- Valladares, J. A. (2000). *The Craft of Copywriting*. Response Books
- Vilanilam, J. V., and Verghese, A.K (201). *Advertising Basics*. New Delhi: Sage Publications

Additional Reading:

- Dyer, G. (1982). *Advertising as Communication*. London and New York: Routledge
- Google (2009). *Marketing and Advertising using Google: Targeting Your Advertising to the Right Audience*. Google
- Jones, J. P. (2002). *The Ultimate Secrets of Advertising*. Sage Publication
- Kapoor, J. (2002). *Brand Naamkaran for Desi Khari English Marie Segments*. BPI (India) Pvt. Ltd.
- Ogilvy, D. (1969). *Confessions of an Advertising Man*. London: Longman
- Ries, A., and Ries, L. (2002). *The Fall of Advertising and the Rise of PR*. NY: Harper Collins

Broadcast Journalism and Production

Course Code	MJMC22202							
Course Title	Broadcast Journalism and Production							
Course Credits	Lecture		Tutorial		Practice		Total	
	4		1		1		6	
Contact hours	60		15		30		105	
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks	
	Attendance	CCA						
	5	15	00	80	100			
Course objective	This course imparts professional knowledge to a learner about the radio and TV ecosphere, along with audio-video production and post-production techniques, along with the skills of scripting, voicing and announcing. A learner emerges a competently trained audio-video producer, journalist and broadcaster.							
Pass marks	IA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	20	40%	00	00	80	40%	100	40%

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have five sub-sections covering the five units of the syllabus. One out of two questions from each sub-section is to be answered (500 words) for 12 marks each.	5 x 12 = 60 marks
Total Marks (A+B)		80 marks

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	RADIO AND TV BASICS Radio/TV Eco-system: TV formats (PAL, NTSC, SECAM, DTV); Radio types (AM/FM/Internet); Distribution (Bounded, Over-the-air, Internet); Broadcasting vs. narrowcasting; Public Service, Free-to-air, Subscription, on-demand, online-streaming; Program genres, programming and scheduling TV Production stages: Script and Project Development; Budgets, and Finance; Team building; Legalities, Permissions and Rights, Pitching and Selling the Project; Preproduction; (Talent and Crew; Script Breakdowns; Scheduling); Production (Key personnel; On-set or location shoot; indoor vs. outdoor shoot); Post-production (Editing steps)	12	3	0
II	BROADCAST SCRIPTING Language use: Style (direct style, active voice, short sentences); Avoiding colloquialism, journalese, officialese, jargon, clichés, stereotyping, redundant words, adjectives and value judgment, ambiguity, tongue twisters; Numbers and names; following the style sheet TV scripting: Script Breakdowns, Production Book, Look and Feel of Project, Storyboarding and Floor Plans, Shot List; writing to the visuals Writing for radio: radio news, radio feature, talk TV news story: Elements; Packaging and scripting, Intro, structure	12	3	8

	Broadcast Interview: Types of interviews (planned/unplanned; studio/door stepper/field/; purpose; news/feature; issue-specific/talk/personality; one-to-one/ panel discussion; expert/vox-pop) Pre-interview: Research, guests and topics, dress and make-up Interview skills: Building rapport, starting and concluding, open-ended questions, follow-up, interjections, focus, subject transition, keeping control, neutral view, mood, pace			
III	AUDIO PRODUCTION AND SOUND DESIGN Basic concepts: Sound-Pressure Level, Reverb, Audio Perspective, Masking, Sound Envelope, input levels, mic techniques, background noises; Audio components (Dialogue, Background or ambience, Sound effects, Added audio, Noise); Functions of sound in relation to picture Acoustics: Spatial hearing; Direct/early/reverberant sound and Echo; Acoustics-program material matching; Indoor acoustics (Noise, Sound Isolation, Dimensions and Shape, Room Acoustics – absorption and reflection, diffraction, diffusion, variable acoustics) Sound Recording: Microphones types (dynamic/ribbon/condenser; Pick-up patterns; Special purpose mic); Accessories (shields, pop filters, and preamps); Digital recording media	12	3	6
IV	AUDIO-VIDEO EDITING Video editing: Online/offline; linear/non-linear editing; pace and rhythm; manipulating time; graphics, animation and plug-ins Audio editing set-up: Computer, DAW, Software and plug-ins, Mic modeler, sound mixing boards, analog-digital converters, audio monitors Sound editing and mixing: Gain staging and Volume, Compression, EQ, Reverb, Crossfade; Script analysis and spotting Sound Effects: Functions; Types (Prerecorded SFX libraries; Live – Studio produced, vocally produced, Foley, Production SFX, Field collection, Electronically generated); SFX Manipulation (playing speed, playing backward, looping, mixing) Sound Design: Concept; Influence on meaning;	12	3	8
V	BROADCAST ANNOUNCING AND VOICE ACTING TV and radio announcer: Roles, responsibilities and qualities; Dealing with mic-fright and camera panic Vocal development: Diaphragmatic and thoracic breathing; breathing posture; sound articulation; pronunciation; Common vocal problems; maintaining a healthy voice Announcing: Delivery style, Performance elements (volume, pitch, rate, tone, emphasis, inflection, pauses, flow, mood), Copy marking, Word usage, Language changes, Audience rapport, Avoiding inept style, Ad-lib In-studio communication: Hand signals, cue cards, prompters, IFB Announcing Styles: News (Radio, TV, Web TV); Weather, Sports, Music, Walk-through Voice Acting: Voice Quality, Message, Audience, Word Values, Character; Recording VOs: Compression, Backtiming and Deadpotting, Voice artist skills; Narration: Direct, Indirect, and Contrapuntal	12	3	8

Essential Reading:

- Alten, S. R. (2011). *Audio in Media* (9th Ed). Wadsworth, Cengage Learning
- Crisell, A. (1986). *Understanding Radio* (2nd Ed). London and New York: Routledge
- Kellison, C. (2006). *Producing for TV and Video: A Real-World Approach*. Oxford: Focal Press

- MacLoughlin, S. (1998). *Writing for Radio: How to Create Successful Radio Plays, Features and Short Stories*. Oxford: How To Books, Ltd.
- Stephenson, A. R., Reese, D. E., and Beadle, M. E. (2009). *Broadcast Announcing Worktext: A Media Performance Guide* (3rd Ed). Oxford: Focal Press
- Thompson, R. (2005). *Writing for Broadcast Journalists*. London and New York: Routledge

Communication Research

Course Code	MJMC22301							
Course Title	Communication Research							
Course Credits	Lecture		Tutorial		Practice		Total	
	5		1		0		6	
Contact hours	75		15		00		90	
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks	
	Attendance	CCA						
	5	15	00		80		100	
Course objective	This course is designed to make the learner conversant with the principles of scientific inquiry along with equipping the learner with the necessary tools for finding answers to the research problems.							
Pass marks	IA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	20	40%	00	00	80	40%	100	40%

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have five sub-sections covering the five units of the syllabus. One out of two questions from each sub-section is to be answered (500 words) for 12 marks each.	5 x 12 = 60 marks
Total Marks (A+B)		80 marks

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	SCIENTIFIC METHOD IN RESEARCH Research: Meaning, Objectives, Motivation, Significance The Methods of Knowing: tenacity, intuition, authority, and science Types of Research: Descriptive vs. Analytical, Applied vs. Fundamental, Conceptual vs. Empirical, Cross-sectional vs. Longitudinal, Field vs. Laboratory, Exploratory vs. Formalized Research Methods versus Methodology Scientific Method in Research: Characteristics and importance, Research Process: Research procedure, Criteria of Good Research; Selecting and defining the research Problem; Report writing	15	3	0
II	ELEMENTS OF RESEARCH Concepts and constructs; Independent and dependent variables; Discrete and continuous variables Nature of Measurement, levels of measurement, measurement scales, specialized rating scales Reliability and Validity Sampling: Population and sample, Sampling procedures, Sample size Types of research error Research questions and Hypotheses Research Approaches: Quantitative vs. Qualitative Research Designs: Exploratory, Descriptive and Experimental Types of Experimental Designs: Pre-test post-test classical experimental design, Pre-experimental design, Quasi-experimental design	15	3	0

	Sources of data: texts, observations and/or interviews, self-reports, other-reports			
III	DATA COLLECTION AND ANALYSIS Primary Data Collection Methods: Observation method, Interview method, Questionnaires/ schedules Other methods: Audits, Consumer Panels, Mechanical Devices, Projective Techniques, Depth interviews; Content Analysis; Secondary Data; Case Study method Data Analysis: Descriptive vs. Inferential Statistics Data Processing – Coding, Classification and Tabulation; Univariate analysis – Sample Distribution, Summary statistics (Measures of Central Tendency; Measures of dispersion; Measures of skewness) Bi-variate analysis – Correlation, Simple regression, One-way ANOVA Normal curve, Data Transformation	15	3	0
IV	HYPOTHESIS TESTING Basic concepts: Meaning and purpose of hypothesis; Null vs. Alternate Hypothesis; Degrees of freedom, Importance of significance, Errors in hypothesis testing; Research question vs. Hypothesis Tests of Hypotheses: Parametric vs. Non-parametric Tests Non-parametric Tests: Chi-Square Test for Goodness of Fit, Chi-Square Test a test of independence, Contingency Table Analysis Parametric Tests: t-test, Analysis of Variance, Two-Way ANOVA, Measures of association, Simple Linear Regression	15	3	0
V	INTERPRETATION AND REPORT WRITING Interpretation: Meaning and purpose; Technique and Precautions in Interpretation Significance of Report Writing Different Steps in Writing Report Layout of the Research Report Types of Reports; Oral Presentation Writing a Research Report: Mechanics and Precautions	15	3	0

Essential Reading:

- Wimmer, R.D. and Dominick, J. R. (2011). *Mass Media Research: An Introduction* (9th Ed.) Wadsworth, Cengage Learning
- Kothari, C. R. (2004). *Research Methodology: Methods and Techniques*. New Delhi: New Age
- Rebecca B. Rubin, R. B., Rubin, A. M., Haridakis, P. M., and Piele, L. J. (2010). *Communication Research: Strategies and Sources* (7th Ed.). Wadsworth, Cengage Learning
- Croucher, S. M. and Cronn-Mills, D. (2015). *Understanding Communication Research Methods: A Theoretical and Practical Approach*. New York, Oxon: Routledge
- Mukherjee, S. P., Sinha, B. K., and Chattopadhyay, A. K. (2018). *Statistical Methods in Social Science Research*. Singapore: Springer. <https://doi.org/10.1007/978-981-13-2146-7>
- Berger, A. A. (2012). *Media Analysis Techniques* (4th Ed.). New Delhi: Sage
- American Psychological Association (2020). *Manual of the American Psychological Association*, 7th Ed.

Public Relations and Public Opinion in Digital Age

Course Code	MJMC22302								
Course Title	Public Relations and Public Opinion in Digital Age								
Course Credits	Lecture		Tutorial		Practice		Total		
	4		1		1		6		
Contact hours	60		15		30		105		
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks		
	Attendance	CCA							
	5		15		00		80		100
Course objective	This course seeks to impart an understanding about the process and philosophies of PR in the off-line and online-world, along with that of the public opinion formation and its management. A learner will emerge with not only how to wield its power but also how the powerful effects of PR take place.								
Pass marks	IA		Practical		ESE		Total		
	Max	Pass	Max	Pass	Max	Pass	Max	Pass	
	20	40%	00	00	80	40%	100	40%	

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have five sub-sections covering the five units of the syllabus. One out of two questions from each sub-section is to be answered (500 words) for 12 marks each.	5 x 12 = 60 marks
Total Marks (A+B)		80 marks

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	PUBLIC RELATIONS BASICS Basic concept; Role and function of PR; PR as a management tool; PR in the marketing mix Public Relations Process; Internal vs. external publics; Tools of PR; Types of PR outfits; Staff and line functions; Ethics of PR Stakeholders PR: Media Relations, Internal Communications, Corporate Community Involvement, Financial Public Relations, Public Sector PR Strategic PR: Corporate Communication, Corporate Identity, Public Affairs and Issues Management, CSR, Crisis Communication, Event Management, Image Management Creative Thinking; Big Idea, In-box and Out-of-the-box thinking; lateral thinking; Creative process: Osborn's 7 stages, Stein's 3 stages, Green's five-I model	10	2	6
II	PR THEORY AND RESEARCH PR Approaches: Systems theory; Situational theory; Rhetoric Theories in PR; PR as relationship management; PR as social exchange Public Relations Research: Environmental monitoring (or scanning); PR audits; Communication Audits; Social Audits; PR Evaluation (Orientation – Media, Publics, Organisation, Persuasion, Relationship; Time of intervention – Formative, Summative, Goal-free)	12	2	8

III	ONLINE PR Online-mix: Internet constituents and services, Creating online-mix; Paid, owned and earned media Influencers as Publics: Visitors, bloggers, social media communities, support groups, social media influencers, social media elites, magic middle, media snackers, Youtubers, Instagrammers, Tweeps, social media experts and gurus Online Tools: Blogger relations, social media releases (SMRs), video news release (VNR), keywords and SEO, social marketing, thought leadership, participation, livestreams, brand aggregation, conversational marketing, social media trackers and aggregators, virality, cost of ignoring, leaderboards, managing negative comments (crises trendcast, proactive and reactive approaches), community managers and customer service; Platforms (blogs, video social networks, micromedia, really simple syndication (RSS), wikis, podcasts, mashups, content aggregation services) Engagement: Listening (referring links, finding conversations, measure subscribers, blogger influence, tracking); Participating (conversations as markets, building relationships and customer relationship management (CRM), online reviews and customer support) Styles of engagement: Humanized Communication (listen, learn, respect, value proposition to benefit markets, humanize and personalize the story, read and watch people); Socialized Communication (participate, engage, socialize, avoid clutter, build relationships); Understand Communities (participate [as a person, not pr], use popular tools, avoid pitching, monitor vibe and how people share, dynamics and the rules of engagement); Adapt Message (short takes, identify people and personalize, don't pitch, stand out, be compelling, multiple approaches)	14	4	16
IV	PUBLIC OPINION AND PROPAGANDA Public opinion: Concept and process (3-D process); Components (affective responses, cognitive responses, experiences of past behavior, behavioral intentions); Approaches to public opinion Propaganda: Lippmann's propaganda theory, Lasswell's model, Bernay's Public Opinion Crystallization; Chomsky and Herman Propaganda Model Media Effects: Lazarsfeld's Two-step flow theory, Agenda Setting, Framing and Priming, Knowledge-Gap Hypothesis, Spiral of Silence Public Opinion in democracy: Habermas' Public Sphere	12	4	0
V	PUBLIC OPINION AND ATTITUDE Learning and Persuasion: Hovland's Yale Model of Persuasion; Bandura's Social Learning Theory; Elaboration Likelihood Model; Symbolic Interactionism; McGuire's Inoculation Theory Consistency Theory: Cognitive Dissonance Theory Functional approach: Katz's four functions of attitude (instrumental/ utilitarian, ego defensive, value expressive, knowledge); Kelman's functional analysis (compliance, identification, internalization)	12	3	0

Essential Reading:

- Crespi, I. (1997). *The Public Opinion Process: How People Speak*. New Jersey and London: Lawrence Erlbaum Associates
- Donsbach, W., and Traugott, M. W. (2008). *The Sage Handbook of Public Opinion Research*. Los Angeles, London, New Delhi and Singapore: Sage Publications

- Green, A. (2010). *Creativity in Public Relations* (4th Ed). London and Philadelphia: KoganPage.
- Gregory, A. (2010). *Planning and Managing Public Relations Campaigns* (3rd Ed). London, Philadelphia and New Delhi: KoganPage.
- McQuail, D. (2010). *McQuail's Mass Communication Theory* (6th Ed). London, Thousand Oaks, New Delhi, Singapore: Sage Publications.
- Moss, D., and DeSanto, B. (2002). *Public Relations Cases: International perspectives*. London and New York: Routledge
- Parsons, P. J. (2008). *Ethics in Public Relations: A Guide to Best Practice* (2nd Ed). London and Philadelphia: KoganPage
- Phillip, D., and Young, P. (2009). *Online Public Relations: A Practical Guide to Developing an Online Strategy in the World of Social Media* (2nd Ed). London and Philadelphia: KoganPage.
- Solis, B., and Breakenridge, D. (2009). *Putting the Public Back in Public Relations: How Social Media Is Reinventing the Aging Business of PR*. New Jersey: Pearson Education
- Tench, R. and Yeomans, L. (2006). *Exploring Public Relations*. Harlow: Pearson Education
- Theaker, A. (2001). *The Public Relations Handbook* (2nd Ed). London and New York: Routledge
- Waddington, S. (Ed.). (2012). *Share This: The Social Media Handbook for PR Professionals*. John Wiley & Sons Ltd

Additional Readings:

- Bernays, E. L. (1928). *Manipulating Public Opinion: The Why and How*. American Journal of Sociology, 3(6), pp. 958-971
- Bernays, E. L. (1961). *Crystallizing Public Opinion*. New York: Liveright Publishing Corporation
- Coombs, W. T., and Holladay, S. J. (2014). *It's Not Just PR: Public Relations in Society* (2nd Ed). John Wiley & Sons
- Ginneken, J. v. (2003). *Collective Behavior and Public Opinion: Rapid Shifts in Opinion and Communication*. New Jersey and London: Lawrence Erlbaum Associates
- Heath, R. (2005) (Ed.). *Encyclopedia of Public Relations (Vol. I and II)*. London, Thousand Oaks and New Delhi: Sage Publications
- Lippmann, W. (1998). *Public Opinion* (With a new Introduction by Michael Curtis). New Brunswick and London: Transaction Publishers
- Monoley, K. (2006). *Rethinking Public Relations: PR Propaganda and Democracy* (2nd Ed). London and New York: Routledge
- Singleton, A. (2014). *The PR Masterclass: How to Develop a Public Relations Strategy that Works!*. Wiley

Media Ethics, Laws and Development

Course Code	MJMC22401							
Course Title	Media Ethics, Laws and Development							
Course Credits	Lecture		Tutorial		Practice		Total	
	5		1		0		6	
Contact hours	75		15		00		90	
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks	
	Attendance	CCA						
	5	15	0	80	100			
Course objective	This course aims to inspire ethical journalistic conduct and knowledge of the legal framework and ethical conduct guiding the practice of journalism across media platforms. The course makes the budding journalist conversant with popular critical issues along with the rich history of the development of Indian media and journalism. The course also makes the budding journalist conversant with the current national and international industry ecosphere.							
Pass marks	IA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	20	40%	0	0	80	40%	100	40%

*No practical examination will be conducted. The practice work will be evaluated as part of CCA.

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have five sub-sections covering the five units of the syllabus. One out of two questions from each sub-section is to be answered (500 words) for 12 marks each.	5 x 12 = 60 marks
Total Marks (A+B)		80 marks

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	ETHICS			
	Concepts of Public Sphere and Public Interest Values: Human values and Indian ethos Regulatory framework: Press Council of India, NBA's News Broadcasting Standards Authority, IBF's BCCC, Central Board of Film Certification Press Council's Norms for Journalistic Conduct; NBA guidelines Intellectual Property: Intellectual Property Rights and its types, Creative Commons License, Copyright [amendment] Act, 2012; Content regime: Proprietary, Open source, freeware, shareware, fair use	15	3	0
II	THE LAWS			
	Contempt: Contempt of Court, 1971; Law of Parliamentary Privileges (Article 105 [3] and 194 [3]); Parliamentary Proceedings (Protection of Publication) Act, 1977 (Article 361-A); Industry regulation: Press and Registration of Books Act, 1867; Cable TV Networks Regulation Act, 1995; Information Technology [amendment] Act, 2008 (portions relevant to media); Censorship: Official Secrets Act, 1923; Cinematograph Act, 1952; Young Persons (Harmful Publication) Act (1956); Law of Defamation (Section 499-502 of IPC); Law of Obscenity (Section 292-294 of IPC)	15	3	0

III	DEVELOPMENT OF INDIAN MEDIA-I Pioneers of Indian journalism and restrictions up to 1835; Press after 1857 revolt; Emergence of the Nationalist press; Indian press between the first and second world war; Post-independence: 1st and 2nd Press Commissions Press during Emergency	15	3	0
IV	DEVELOPMENT OF INDIAN MEDIA-II Development of radio in India Development of television in India Post-liberalization developments in print, satellites and cable television, private FM radio, FDI Internet Organisations: International Telecommunications Union, Internet Corporation for Assigned Names and Numbers, UN Internet Governance Forum, INTELSAT, COMSAT, TRAI	15	3	0
V	INDUSTRY ECOSPHERE Media ownership: Communist media, Development elites and the media, State-licensed media, Public service broadcasting, State-subsidized media, Privately-owned media, Community media; Other ownership patterns; New Media ownership Prasar Bharti Corporation, Press Institute of India, Editor's Guild of India, News Broadcaster's Association, Indian Broadcasting Foundation, PIB, DAVP, ABC News agencies: PTI, UNI, IANS, Univarta, Hindustan Samachar, ANI The Big Six: National Amusements, Walt Disney, AT&T, Comcast, News Corp, Sony Internet Giants: Alphabet Inc., Microsoft, Meta, Apple, Amazon, Twitter Ownership issues: Media pluralism, media integrity, net neutrality	15	3	0

Essential Reading:

- Barns, M. (1940). *Indian Press*. London: Allen & Unwin.
- Basu, D. (1982). *The Law of the Press in India*. New Delhi: Prentice-Hall
- Chatterji, P. C. (1987). *Broadcasting in India*. New Delhi: Sage
- Elliott, D. (Ed.) (1986). *Responsible Journalism*. Beverly Hills: Sage Publications.
- Iyer, V. (Ed.) (2000). *Mass Media Laws and Regulations in India* (2nd Ed). Indian Research Press
- Karkhanis, S. (1981). *Indian Politics and Role of the Press*. New Delhi: Vikas Publishers.
- Mankekar, D.R. (1973). *The Press versus the Govt*. New Delhi: Indian Book Co.
- Natarajan, J. (1955). *History of Indian Journalism*. Publications Division, Ministry of I&B, Gol.
- Raghvan, V. (2007). *Communication Law in India*. Lexis Nexis Butterworths
- Ranganathan, M., and Rodrigues, U. M. (2010). *Indian Media in a Globalised World*. Sage
- Rao, S. (2009). *Globalization of Indian Journalism*, 'Journalism Studies'. Routledge
- Sharma, K. C., and Sharma, J. N. (2008). *Journalism in India: History Growth Development*. Oscar
- Thakurta, P. G. (2009). *Media Ethics*. Oxford University Press
- Kohli-Khandekar, V. (2013). *The Indian Media Business* (4th Ed). LA, London, New Delhi, Singapore, Washinton DC: Sage.
- Kothari, G. (1995). *Newspaper Management in India*. New Delhi: DK Publishers.
- Ranganathan, M., and Rodrigues, U. M. (2010). *Indian Media in a Globalised World*. New Delhi: Sage

Additional Reading:

- Crawford, N. A. (1969). *The Ethics of Journalism*. Connecticut: Greenwood Press.
- Lichtenberg, J. M. (Ed.) (1990). *Democracy and Mass Media*. Cambridge Univ. Press.
- Mazumdar, A. (1993). *Indian Press and Freedom Struggle*. Calcutta: Orient-Longman.
- Shamra, K. C. (2007). *Journalism in India: A story, Growth, Development*. New Delhi: Indiana.

Visual Communication and Design

Course Code	MJMC22402							
Course Title	Visual Communication and Design							
Course Credits	Lecture		Tutorial		Practice		Total	
	4		1		1		6	
Contact hours	60		15		30		105	
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks	
	Attendance	CCA						
	5	15	0	80	100			
Course objective	This course is aimed at achieving three goals. First, to build a theoretical appreciation of the visual; second, to familiarize with the graphic design concepts and tool; and lastly, to train the student in applying the conceptual understanding and the tools in the art of graphic designing.							
Pass marks	IA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	20	40%	00	00	80	40%	100	40%

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have five sub-sections covering the five units of the syllabus. One out of two questions from each sub-section is to be answered (500 words) for 12 marks each.	5 x 12 = 60 marks
Total Marks (A+B)		80 marks

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	VISUAL COMMUNICATION THEORIES – I Meaning of Visual Communication Visual Cognitive Theory: Understanding Cognition as Intuitive and Rational; Visual Cognition Models (Jaynes' Bicameral Mind and the Evolution of Reason; Bogen and Sperry left-right brain specialization theory; Parallel/Dualistic Organizational Models; Gardner's Multiple Intelligences; Visual Cognition, the Unconscious Mind, and Behaviour); Omniphasis: Balancing Visual Knowing and Cognitive Theory	12	3	0
II	VISUAL COMMUNICATION THEORIES – II Visual Literacy Theory: Meaning of Visual Literacy; Visual Literacy Skills (Thinking in Pictures, From Scene to Shot Sequence, Editing and Spatial Intelligence, Analogical Thinking, Visual Analogy); Critical Viewing (Interpreting visual lies; Understanding the power of image – Analogy to Everyday Experience, Manipulation of Point of View, Implicit Argumentation, Associational Juxtaposition)	12	3	0
III	GRAPHIC DESIGN BASICS Graphic design: Meaning and scope, Art or craft; Graphic Design History: From the beginning to the turn of the century, Modernism, Abstract Movements, Figurative Movements, Postmodernism; Computer Graphics: Digital Focus, New Technologies, Interactivity, The Future	12	3	0

	Perception: Seeing and Believing (Simplicity, Interpretations); Figure/Ground (Categories – Stable Figure/Ground, Reversible Figure/Ground, Ambiguous Figure/Ground; Letterforms); Shape (Shape versus Volume, Grouping Shapes, Shape versus Subject, Form of Shapes, Letterform Shapes)			
IV	GRAPHIC DESIGN PROCESS, TYPOGRAPHY AND COLOUR Graphic Design Process: Research, Creative Brief, Concept Development, Selling the idea, Execution, Process record Elements of Design (Point, Line, Shape, Colour, Volume, Movement, Space, Texture, Value, Typography); Principles of Design (Alignment, Balance, Contrast, Emphasis, Gestalt, Harmony, Movement, Proportion, Proximity, Repetition, Rhythm, Unity, White Space) Typography: Design of Characters; Typefaces; Size of Type; Stylistics Variation of Type; Typeface Personalities; Selection of Typefaces; Common Typefaces; Selecting Typefaces for paper & ink; screen, visual displays, computer print outs Colour in Design: Designing with Colour (The Colour Wheel, Properties of Colour, Colour Schemes); Colour in Printing (Tint Screens, Spot Colour or Process Colour?, Process Colour Separations, Cutting Costs, Halftones, Duotones, and Tritones)	12	3	15
V	LAYOUT AND DESIGN Layout: Paper size; Page composition (Page size, Text face, classic model for page design, Margins, Grid systems, Oppositions); Text layout (Justified or unjustified text, Line length, interline distance, Space, Headings, Paragraphs, Tables, Captions, Quotations, Lists, Miscellaneous); Layout of text and pictures (Different layouts, Balance in design, the picture area index); Photography in a Layout (Cropping, Resizing, Selecting, Multi-panel Design) Production: Preparing for Press (The Process, Quality Issues, Digital Prepress – The RIP, Fonts, Scanning, LPI and DPI, File Links, File Formats, Compression)	12	3	15

Essential Reading:

- Dake, D. (2005). Aesthetics Theory. In Smith, K., Moriarty, S., Barbatsis, G., and Kenney, K. (Eds.), *Handbook of Visual Communication* (3-22). Mahwah, New Jersey, London: Lawrence Erlbaum Associates
- Foss, S. K. (2005). Theory of Visual Rhetoric. In Smith, K., Moriarty, S., Barbatsis, G., and Kenney, K. (Eds.), *Handbook of Visual Communication* (141-152). Mahwah, New Jersey, London: Lawrence Erlbaum Associates.
- Williams, R. (2005). Cognitive Theory. In Smith, K., Moriarty, S., Barbatsis, G., and Kenney, K. (Eds.), *Handbook of Visual Communication* (193-210). Mahwah, New Jersey, London: Lawrence Erlbaum Associates.
- Sandra Moriarty, S. (2005). Visual Semiotics Theory. In Smith, K., Moriarty, S., Barbatsis, G., and Kenney, K. (Eds.), *Handbook of Visual Communication* (227-242). Mahwah, New Jersey, London: Lawrence Erlbaum Associates.
- Messaris, P., and Moriarty, S. (2005). Visual Literacy Theory. In Smith, K., Moriarty, S., Barbatsis, G., and Kenney, K. (Eds.), *Handbook of Visual Communication* (479-502). Mahwah, New Jersey, London: Lawrence Erlbaum Associates.
- Arntson, A. E. (2007). *Graphic Design Basics* (5th Ed.). Thompson, Wadsworth

- Ambrose, G., and Harris, P. (2008). *The Production Manual: A Graphic Design Handbook*. AVA Publishing SA

Additional Reading:

- Machin, D. (Ed.). (2014). *Visual Communication*. Berlin and Boston: Walter de Gruyter
- Jamieson, H (2007). *Visual Communication: More Than Meets the Eye*. Bristol and Chicago: Intellect

Value-added Communication Practice-1

Course Code	MJMC22105							
Course Title	Value-added Communication Practice-1							
Course Credits	Lecture		Tutorial		Practice		Total	
	0		0		4		4	
Contact hours	0		0		120		120	
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks	
	Attendance	CCA						
	00	20	80		00		100	
Course objective	This course aims to hone personal communication and professional skills of the learner. The learner emerges with a confidence of having applied her skills to the real world projects and starts building a portfolio for the future.							
Pass marks	IA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	20	40%	80	40%	00	00	100	40%

Course Contents:

Unit	For Regular Students	For ICDEOL Students	Contact Hours		
			L	T	P
I	i. Group Project – 10 marks** ii. Newsense Blog and Social Media Activity – 15 marks**	i. Assignments# – 20 marks*	0	0	30
II	iii. Mock Interviews – 10 marks* iv. Group Discussion/Debate – 10 marks*	ii. Assignments# – 30 marks**	0	0	30
III	v. Hindi Typing Skills (English typing skills for students of foreign origin) – 10 marks** vi. Self-Presentation Skills – 15 marks**	iii. Current Affairs File – 25 marks**	0	0	30
IV	vii. Lab Journal (Newsense) – 15 marks** viii. Current Affairs File – 10 marks**	iv. Viva Voce – 25 marks**	0	0	30

Examination and Evaluation Scheme:

* Part of CCA. Evaluation to be done throughout the semester by the institute of studies.

** Evaluation at semester-end by external examiner along with internal faculty.

Assignments to be prescribed and evaluated by the institute of studies.

Value-added Communication Practice-2

Course Code	MJMC22203								
Course Title	Value-added Communication Practice-2								
Course Credits	Lecture		Tutorial		Practice		Total		
	0		0		6		6		
Contact hours	0		0		180		180		
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks		
	Attendance	CCA							
	00		20		80		0		100
Course objective	This course seeks to prepare the learner for the real world professional challenges and equip her with skills required to secure a job in the communication industry.								
Pass marks	IA		Practical		ESE		Total		
	Max	Pass	Max	Pass	Max	Pass	Max	Pass	
	20	40%	80	40%	00	00	100	40%	

Course Contents:

Unit	For Regular Students	For ICDEOL Students	Contact Hours		
			L	T	P
I	i. Mock Interviews – 10 marks* ii. Group Discussion/Debate – 10 marks*	i. Assignments# – 20 marks*	0	0	30
II	iii. Group Project – 15 marks** iv. Newsense Blog and Social Media Activity – 15 marks**	ii. Assignments# – 30 marks**	0	0	60
III	iii. Position Paper^ – 15 marks** iv. Current Affairs File – 10 marks**	iii. Position Paper^ – 15 marks** iv. Current Affairs File – 10 marks**	0	0	60
IV	vii. Resume writing – 15 marks** viii. Personal Interview Skills – 10 marks**	v. Resume writing – 15 marks** vi. Personal Interview Skills – 10 marks**	0	0	30

Examination and Evaluation Scheme:

* Part of CCA. Evaluation to be done throughout the semester by the institute of studies.

** Evaluation at semester-end by external examiner along with internal faculty.

^ To be assigned by the faculty advisor in the institute of studies.

Assignments to be prescribed and evaluated by the institute of studies.

^ To be assigned by the faculty advisor in the institute of studies.

Value-added Communication Practice-3

Course Code	MJMC22303							
Course Title	Value-added Communication Practice-3							
Course Credits	Lecture		Tutorial		Practice		Total	
	0		2		4		6	
Contact hours	0		30		120		150	
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks	
	Attendance	CCA						
	5	15	80	00	100			
Course objective	This course brings hands-on skills and exposure to co-curricular aspects having deep impact on a young professional's life such as skill development; Innovation, start-ups, entrepreneurship; Soft skills; Intellectual property rights; Cyber security; Gender sensitization; Disaster management and preparedness; Human rights and Indian ethos; Community service and engagement; and Critical appraisal skills for health reporting.							
Pass marks	IA*		Practical*		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	20	40%	80	40%	00	00	100	40%

Course Contents:

Unit	For Regular Students	For ICDEOL Students	Contact Hours		
			L	T	P
I	i. Gender Sensitisation Workshop – 10 marks* ii. Human Values and Indian Ethos Sensitization Workshop – 10 marks*	i. Assignments – 20 marks [#]	0	10	30
II	iii. Intellectual Property Rights Workshop – 10 marks* iv. Disaster Management and Preparedness Workshop (with special emphasis on role of journalists) – 10 marks* v. Innovations, startups and entrepreneurship Workshop – 10 marks*	ii. Assignments – 30 marks [#]	0	10	30
III	vi. Cyber Security Workshop – 10 marks* vii. Conflict and crisis reporting workshop – 10 marks* viii. Critical Appraisal Skills for Health Journalism Workshop (UNICEF Module) – 10 marks*	iii. Current Affairs File – 10 marks [#] iv. Minor Project [~] – 20 marks [#]	0	10	30
IV	ix. Community Service and Engagement – 10 marks** x. Newsense Blog – 10 marks**	ix. Viva Voce – 20 marks**	0	0	30

Examination and Evaluation Scheme:

* Evaluation to be done throughout the semester by the workshop coordinators.

[#] To be prescribed and evaluated by the institute of studies.

[~]Minor Project has to be a unique individual creative endeavour focusing on single topic/theme in any the following fields: print journalism, broadcast journalism, online content, advertising, public

relations, content writing/editing, photography, graphic designing, audio-video production, and development communication. A candidate shall submit and present the project report at the time of the viva voce conducted by the institute of studies. Topic and scope of the project shall be finalized in consultation with faculty advisor.

** Evaluation at semester-end by external examiner along with internal faculty.

Comprehensive Viva Voce

Course Code	MJMC22403							
Course Title	Comprehensive Viva Voce							
Course Credits	Lecture		Tutorial		Practice		Total	
	0		0		4		4	
Contact hours	0		0		0		0	
Examination Scheme	Internal Assessment		Practical Examination*		End-semester Examination		Total Marks	
	Attendance	CCA						
	00	00	100		00		100	
Course objective	This course aims to hone communication and professional skills of the learner. The learner emerges with a confidence of having applied her skills to the real world projects and starts building a portfolio for the future.							
Pass marks	IA		Practical*		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	00	40%	100	40%	00	00	100	40%

Course Contents:

Students will make a portfolio and a presentation to showcase their work throughout all four semesters of the programme.

Examination and Evaluation Scheme:

* Evaluation will be done at the end of the semester by an external examiner from the industry with support from internal examiner(s). The evaluation will be based on the candidate's portfolio, presentation and viva voce covering the course contents of all four semesters.

Industry Internship

Course Code	MJMC22304								
Course Title	Industry Internship								
Course Credits [@]	Lecture		Tutorial		Practice		Total		
	0		0		4		4		
Contact hours	0		0		180		180		
Examination Scheme	Internal Assessment [#]		Practical Examination*		End-semester Examination		Total Marks		
	Attendance	CCA							
	5		15		80		0		100
Course objective	This course seeks to prepare the learner for the real world professional challenges and equip her with skills required to secure a job in the communication industry.								
Pass marks	IA		Practical		ESE		Total		
	Max	Pass	Max	Pass	Max	Pass	Max	Pass	
	20	40%	80	40%	00	00	100	40%	

[@] This is a non-CGPA mandatory course. The credits of this course will not be counted towards total credits earned by a candidate for the degree programme.

[#] One faculty member from the Department of Journalism and Mass Communication will act as the internal supervisor for a student who opts for internship. The internal supervisor will award marks based on regular feedback and attendance from the organisation.

^{*} Based on seminar presentation in the Department by a student based on the work done during the internship.

Internship Components:

- For industry internship a student will join an organisation of repute working either in the area of mass communication or the communication department an organisation of repute, provided that the work undertaken during industry internship is in the following areas: journalism, public relations, advertising, development communication or visual communication. A student can also have the following work profiles: writing, copy editing, production or designing in television, radio, print publications, internet publications, etc.
- A student may complete a minimum of 180 working hours with the organisation where (s)he is placed. These 180 hours may be completed by working either part-time or full-time.

Notes:

- Finding the internship placement will be the sole responsibility of the student.
- Internship can be joined after the 3rd Semester end-semester examination.

Community and Community Media

Course Code	MJMC22106								
Course Title	Community and Community Media								
Course Credits	Lecture		Tutorial		Practice		Total		
	3		1		0		4		
Contact hours	45		15		0		60		
Examination Scheme	Internal Assessment		Practical Examination		Theory Examination		Total Marks		
	Attendance	CCA							
	5		15		0		80		100
Course objective	In a post-globalization world, the ‘community’ is undergoing resurgence. This course sensitizes the student to the various ways in which community has been conceptualized. The course also introduces the student to the potential of using community media in making a difference to our world.								
Pass marks	IA		Practical		Theory Exam		Total		
	Max	Pass	Max	Pass	Max	Pass	Max	Pass	
	20	40%	0	0	80	40%	100	40%	

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have four sub-sections covering all four units of the syllabus. One out of two questions from each sub-section is to be answered (700 words) for 15 marks each.	4 x 15 = 60 marks
Total Marks (A+B)		80 marks

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	COMMUNITY AS THEORY Community: Meaning; Concepts of <i>Gemeinschaft</i> and <i>Gesellschaft</i> - Jürgen Habermas' Public Sphere - Hermeneutic Communities - Liquid Modern Communities - Postmodern Communities COMMUNITY AS PLACE - Cosmopolitanism, Worldliness and the Cultural Intermediaries - Liminality, Communitas and Anti-Structure - Locality, Place and Neighbourhood - Virtual Communities	12	4	0
II	COMMUNITY AS METHOD - Action Research - Community Profiling - Community Studies - Ethnography - Social Network Analysis	12	3	0
III	COMMUNITY AS IDENTITY/BELONGING Community and Identity	11	4	0

	- Imagined Communities - The Symbolic Construction of Community COMMUNITY AS IDEOLOGY - Communitarianism - Imaginary Communities - Nostalgia - The 'Dark Side' of Community			
IV	COMMUNITY MEDIA Community media: meaning and origins; types and examples Community media as Alternative media Community Radio in India Community Radio Best Practices Community Media Issues: Community media and Democracy; Community media and Cultural Globalisation; Community media as Socio-Cultural Mediation; Community media and Collaboration; Community media and Community Development; Community media and Participation; Community media and Social Movements Community media and the Internet	12	4	0

Essential Reading:

- Blackshaw, T. (2010). *Key Concepts in Community Studies*. New Delhi: Sage Publications
- Howley, K. (2005). *Community Media: People, Places, and Communication Technologies*. Cambridge : Cambridge University Press
- Buckley, S. (Ed.). (). *Community Media: A Good Practice Handbook*. UNESCO
- Coyer, K., Dowmunt, T., and Fountain, A. (2007). *The Alternative Media Handbook*. London and New York: Routledge
- Bailey, O., Cammaerts, B., and Carpentier, N. (2008). *Understanding Alternative Media*. New York: Open University Press

Additional Reading:

- Cohen, A. P. (1985). *The Symbolic Construction of Community*. London: Tavistock
- Heller, A. (1999). *A Theory of Modernity*. Oxford: Blackwell
- Hobsbawm, E. (1995). *Age of Extremes: The Short Twentieth Century 1914–1991*. London: Abacus
- Anderson, B. (1991). *Imagined Communities: Reflections on the Origin and Spread of Nationalism* (2nd ed.). London: Verso
- Bauman, Z. (2000). *Liquid Modernity*. Cambridge: Polity Press
- Bell, C. and Newby, H. (1971). *Community Studies: An Introduction to the Sociology of the Local Community*. London: George Allen and Unwin
- Tönnies, F. (1955, 1887). *Gemeinschaft und Gesellschaft* (trans. *Community and Society*). London: Routledge

Development Communication

Course Code	MJMC22204								
Course Title	Development Communication								
Course Credits	Lecture		Tutorial		Practice		Total		
	3		1		0		4		
Contact hours	45		15		0		60		
Examination Scheme	Internal Assessment		Practical Examination		Theory Examination		Total Marks		
	Attendance	CCA							
	5		15		0		80		100
Course objective	This course aims to sensitize the learner about the various development regimes and the development apparatus, including development communication, that supports (and fails) the development initiatives. The learner shall emerge a wiser and a more efficient practitioner of communication for development.								
Pass marks	IA		Practical		Theory Exam		Total		
	Max	Pass	Max	Pass	Max	Pass	Max	Pass	
	20	40%	0	0	80	40%	100	40%	

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have four sub-sections covering all four units of the syllabus. One out of two questions from each sub-section is to be answered (700 words) for 15 marks each.	4 x 15 = 60 marks
Total Marks (A+B)		80 marks

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	DEVELOPMENT BASICS Meaning of development Classical and neo-liberal development theories Structuralism, neo-Marxism and socialism Grassroots development; Social and cultural dimensions of development Environment and development theory; Post-Development Globalization and development: problems and solutions Dependency paradigm, World Systems Theory	12	3	0
II	DEVELOPMENT INSTITUTIONS Developmental and rural extension agencies; governmental, semi-government, non-governmental organizations; Panchayati Raj Institutions (mandate and structure); Development planning at national, state, regional, district, block and village levels. Major development initiatives Himachal Pradesh and Indian Govt. United Nations and its bodies; Other major national and international NGOs and organisations and their programmes Human Rights; Right to Education, Right to work; Right to services	11	3	0
III	DEVELOPMENT COMMUNICATION Meaning and need for development communication Magic Multipliers: (Lerner, Scramm, Rogers); Development Support Communication; Diffusion of Innovations; Two-step Flow; Extension as	12	3	0

	development; Population IEC and Health Communication; Social Marketing and Behaviour Change Communication; Information and Communication Technologies for Development (ICT4D) Participatory Development Communication (Dialogical approach and Self-management, access and participation) Agenda Setting; Communication for Development (C4D)			
IV	Media and Development Role of media in National Development Historical perspective on media for development: Print, Radio, TV, Video, Traditional and Folk Media, Community Media; Development Journalism; Critical appraisal of development journalism in India New technologies for development (special emphasis on India); National Knowledge Network Designing messages for development: Strategy, framing, writing/ scripting, producing, disseminating development messages for urban, semi urban and rural audiences.	10	6	0

Essential Reading:

- Belmont, C. A. (2001). *Technology Communication Behaviour*. New Delhi: Wordsworth
- Dharmarajan, S. (2007). *NGOs as Prime Movers*. New Delhi: Kanishka Publications
- Madhusudan, K. (2006). *Traditional Media and Development Communication*. New Delhi: Kanishka Publishers
- Mehta, S.R. (Ed.) (1992). *Communication in Social Development*. Jaipur: Rawat Publications
- Melkote, S., and Steeves, H. L. (2001). *Communication for Development in the Third World: Theory and Practice for Empowerment* (2nd Ed). New Delhi: Sage Publications.
- Nair, K. S., and White, S. A. (1993). *Perspectives on Development Communication*. New Delhi: Sage Publication
- Ninan, S. (2007). *Headlines from the Heartland: Reinventing the Hindi Public Sphere*. LA: Sage Publications
- Parmar, S. (1975). *Traditional Folk Media in India*. New Delhi: Gekha Books
- Rogers, E. M. (2000). *Communication and Development: Critical Perspective*. New Delhi: Sage Publications
- Schramm, W. (1964). *Mass Media and National Development*. Stanford Univ. Press
- Schramm, W., and Lerner, D. (1967). *Communication and Change in the Developing Countries*. Honolulu: East West Center Press
- Servaes, J. (Ed.) (2002). *Approaches to Development Communication*. Paris: UNESCO
- Willis, K. (2005). *Theories and Practices of Development*. London and NY: Routledge

Additional Reading:

- Bebbington, A.J. and Bebbington, D.H. (2001). Development Alternatives: Practice, Dilemmas and Theory. *Area*, 33 (1): 7-17
- E.M. Rogers (1995). *Diffusion of Innovations* (4th Ed). New York: Free Press
- Escobar, A (1995). *Encountering Development: The Making And Unmaking Of The Third World*: 12–14
- Hunt, D. (1989). *Economic Theories of Development: An Analysis of the Competing Paradigms*. NT: Harvesters Whitsheaf
- Joshi, P.C. (2002). *Communication and National Development*. Anamika Publishers

- Kiely, R. (1999). The Last Refuge of the Noble Savage? A Critical Assessment of Post-Development Theory. *The European Journal of Development Research*, 11 (1): 30-55
- Lerner, D. (1958). *The Passing of Traditional Society*. Glencoe: Free Press
- Nustad, K.G. (2001). Development: The Devil We Know? *Third World Quarterly*, 22 (4): 479-489
- Pieterse, J.N. (1996). The Development of Development Theory: Towards Critical Globalism. *International Political Economy*, 3 (4): 541-564
- Pieterse, J.N. (1998). My Paradigm or Yours? Alternative Development, Post-Development, Reflexive Development. *Development and Change*, 29 (2): 343-373
- Pieterse, J.N. (2000). After post-development. *Third World Quarterly*, 21 (2): 175-191
- Thakur, B. S., and Agarwal, B. C. (1989). *Media Utilization for Development of Women and Children*. New Delhi: Concept Publishers

Media and Cultural Studies

Course Code	MJMC22305							
Course Title	Media and Cultural Studies							
Course Credits	Lecture		Tutorial		Practice		Total	
	3		1		0		4	
Contact hours	45		15		0		60	
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks	
	Attendance	CCA						
		5	15	00		80		100
Course objective	The media is a powerful actor in social conditioning. It mirrors, transplants and perpetuates social norms and values. This course is designed to equip a student appreciate the politics of mass media culture industry by sensitizing her towards the dynamics of this power and its impact on cultures in the globalised world.							
Pass marks	IA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	20	40%	00	00	80	40%	100	40%

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have four sub-sections covering all four units of the syllabus. One out of two questions from each sub-section is to be answered (700 words) for 15 marks each.	4 x 15 = 60 marks
Total Marks (A+B)		80 marks

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	CULTURE AND IDENTITY Culture: Meaning and definition, characteristics; Classification: Macro and Micro, and Material and Non-Material Culture; Concepts of Mass Culture, Pop Culture, Subculture, Counterculture Raymond William's Culture as ' <i>a whole way of life</i> ' Stuart Hall: Culturalism vs. Structuralism	12	4	0
II	CULTURE, IDENTITY AND MEANING-MAKING Identity: Self-concept, personal vs. social identity Constituents of identity; Identity change; Identity Negotiation Theory Symbolic Interactionism; Social Constructionism; The Media Literacy Movement	11	4	0
III	GLOBALISATION AND GLOBAL CULTURE Gloablisation: concept, meaning, driving forces; Global trade in media culture, global media culture, capitalism and the rise of consumer culture Global media structure: Multinational media ownership and control, Varieties of global mass media International news flow: Imbalance in the news flow, MacBride Commission report, NWICO Stuart Hall's Cultural Hegemony vs. Cultural Resistance and Struggle	11	3	0

IV	INTER-CULTURAL COMMUNICATION			
	Hofstede's Cultural Dimensions Theory			
	Communication Accommodation Theory			
	Inter-culture Networks Theory			
	Cultural change: Four-fold model of acculturation; Concepts of cultural maintenance, cultural hybridization, multiculturalism, cultural pluralism, intercultural competence Cultural Convergence Theory	11	4	0

Essential Reading:

- Baran, S. J., and Davis, D. K. (2012). *Mass Communication Theory: Foundations, Ferment, and Future* (6th Ed). Wadsworth, Cengage Learning
- Barker, C. (2002). *Making Sense of Cultural Studies: Central Problems and Critical Debates*. London, Thousand Oaks, New Delhi: Sage Publications.
- Fiske, J. (2011). *Introduction to Communication Studies: Studies in Culture and Communication* (3rd Ed). Oxon: Routledge.
- Golding, P. and Harris, P. (Eds.) (1999). *Beyond Cultural Imperialism: Globalization, Communication and the New International Order*. London, Thousand Oaks, New Delhi: Sage Publications.
- Gudykunst, W. B. and Mody, B. (Eds.) (2002). *Handbook of International and Intercultural Communication* (2nd Ed). London, Thousand Oaks, New Delhi: Sage Publications.
- Hall, S. (2016). *Cultural Studies 1983: A Theoretical History*. Durham and London: Duke University Press.
- McQuail, D. (2010). *McQuail's Mass Communication Theory* (6th Ed). London, Thousand Oaks, New Delhi, Singapore: Sage Publications.

Additional Readings:

- Gurevitch, M., Bennett, T., Curran, J. and Woollacott, J. (Eds.) (1982). *Culture, Society and the Media*. London and New York: Routledge.
- Ryan, M. (2010). *Cultural Studies: A Practical Introduction*. Wiley-Blackwell

Dissertation

Course Code	MJMC22404								
Course Title	Dissertation								
Course Credits	Lecture		Tutorial		Practice		Total		
	0		1		3		4		
Contact hours	0		15		90		105		
Examination Scheme	Internal Assessment		Practical Examination*		End-Semester Examination		Total Marks		
	Attendance	CCA							
	5		15		80		0		100
Course objective	This course seeks to introduce a learner to the rigours for practical aspects of research in the field of communication. It lays the ground work for preparing a student to take up and complete research projects in a professional manner either in the industry or academics.								
Pass marks	IA		Practical		ESE		Total		
	Max	Pass	Max	Pass	Max	Pass	Max	Pass	
	20	40%	80	40%	00	00	100	40%	

* By external examiner based on seminar presentation by the student and viva-voce examination.

Course Components:

- A student opting for dissertation will have to submit a research-based dissertation at the end of the semester. The topic for the research study, its scope and objectives and methodology will be finalized in consultation with the faculty advisor allotted at the beginning of the semester. The topic for research will be finalised only after the approval of the synopsis by the Departmental Research Committee.
- The topic and research study may either be in Hindi or English, not bi-lingual.
- The work submitted as dissertation by any candidate should be the original work of the candidate, free of plagiarism and completed under the direct supervision of the faculty advisor.
- A dissertation may be submitted only after the due approval and signatures of the faculty advisor.

Major Project

Course Code	MJMC22405								
Course Title	Major Project								
Course Credits	Lecture		Tutorial		Practice		Total		
	0		0		4		4		
Contact hours	0		0		120		120		
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks		
	Attendance	CCA							
	5		15		80		0		100
Course objective	This course seeks to prepare the learner for the real world professional challenges and equip her with skills required to secure a job in the communication industry.								
Pass marks	IA		Practical		ESE		Total		
	Max	Pass	Max	Pass	Max	Pass	Max	Pass	
	20	40%	80	40%	00	00	100	40%	

Course Components:

- Students will conduct an inquiry using a variety of methods (e.g. case study, observation and analysis, planning, etc.) to undertake a task or study a subject and write a report in line with the objectives of the project.
- The project work will address a real life problem and the procedures and practices used in industry.
- Students may will plan, implement, or evaluate projects that have real-world applications beyond the classroom.
- The projects may be of any of the following type: case study, service learning projects, work-based projects, task-oriented projects, or problem-solving projects. All projects should have the following features: A definite beginning, middle, and end; directly observable information; real-world problems; First-hand investigation; tangible outcomes that can be shared with the stakeholders; evidence of reflective thinking by the student
- Based on the above, a student will prepare and submit a Major Project Report (up to ten thousand words) which will be assessed by external experts.
- Viva-voce by an external expert will be an integral part of the evaluation process.
- The area/topic of the project will be selected in consultation with the faculty of the institution of studies at the beginning of the semester.
- Practical examination will be conducted by external examiner (with help from internal faculty) based on Project Report and viva-voce examination as per the following criteria:

Sr.	Performance criteria	Marks
1.	Selection and planning of project assignment	10
2.	Analysis and evaluation of the problem	10
3.	Providing solution of the problems	10
4.	Report writing	30
5.	Viva voce	20
Total		80

Basics of Convergence Media

Course Code	MJMC22205								
Course Title	Basics of Convergence Media								
Course Credits	Lecture		Tutorial		Practice		Total		
	4		0		0		4		
Contact hours	60		00		00		60		
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks		
	Attendance	CCA							
	5		15		00		80		100
Course objective	The course prepares the student for holistic understanding of new media technologies. While introducing the student to the potential and pitfalls of this technology, the course prepares them to engage with the technology meaningfully and efficiently.								
Pass marks	IA		Practical		ESE		Total		
	Max	Pass	Max	Pass	Max	Pass	Max	Pass	
	20	40%	00	00	80	40%	100	40%	

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have four sub-sections covering all four units of the syllabus. One out of two questions from each sub-section is to be answered (700 words) for 15 marks each.	4 x 15 = 60 marks
Total Marks (A+B)		80 marks

Course Components:

Unit	Topic	Contact Hours		
		L	T	P
I	EVOLUTION OF ICTS Phase 1: From cave paintings and fire signals to telegraph Phase 2: Telegraph to broadcasting Phase 3: Digital ICTs, Social and Mobile Media, Artificial Intelligence Concepts: Digital natives and Millennials, Net Etiquette, Cyber Culture, Theoretical Concerns: Technology determinism, ICT proliferation and digital divide; Digital (Human) Rights	15	0	0
II	EXPANDING LEXICON Tools: SEO, Analytics, Cross-platform promotion, click baits, crowd funding, crowd sourcing, geotagging, angel investors and start-ups, 3-D printing, Wearable technologies Concepts: Web 2.0, Cloud computing, Ubiquitous Computing and Internet of Things, Cleverbots and Natural Language Processing, Metaverse, Web 3.0 – The Semantic Web Theoretical Concerns: Singularitarianism, Techno-progressivism, Technological utopianism, Posthumanism and Transhumanism	15	0	0
III	CONSTRUCTING REALITY Virtual Everything: Virtual world, Virtual Avatars, Virtual Reality (Virtual, Immersive, Extended, Mixed and Augmented Reality and Augmented virtuality); Reality–virtuality continuum; Simulated Reality, Hyper Reality,	15	0	0

	Video games: Transreality gaming; Location-based games (pervasive games, mixed reality games and augmented reality games); Cross media games (simulation games, LARP and alternate reality games); Concepts of First-person (gaming) Theoretical Concerns: Gamification; Media violence theories and video game violence: Catharsis, Reinforcement, Cultivation			
IV	CRITICAL ISSUES Issues: Breach of privacy; Direct and indirect surveillance with special emphasis on Big Data; Cyber Security Content Culture: Information Overload vs. Filter bubble and Echo chambers; Big Data, Data Mining and Reality Mining Internet cultures: Activism, Slackativism, Hackactivism; homogenization, hybridization, mobilization, pluralism, fragmentation, polarity; Internet Addiction; Truth-by-consensus, Truthiness, Wikiality, Post-truth Concerns: Cypherpunk movement; The Social Construction of Reality; Neo-Luddism and Technophobia, The Internet Paradox	15	0	0

Essential Reading:

- Castells, M. (2000). *The Rise of the Network Society*. Wiley-Blackwell.
- Eugenia, S. (2011). *Understanding New Media*. Sage
- Gane, N., and Beer, D. (2008). *New Media: The Key Concepts*. Oxford and New York: Berg
- Green, L. (2010). *The Internet: An Introduction to New Media*. Oxford and New York: Berg
- Lister, M., Dovey, J., Giddings, S., Grant, I. And Kelly, K. (2009). *New Media: A Critical Introduction* (2nd Ed). London and New York: Routledge.
- Manovich, L. (2001). What is New Media? In *The Language of New Media*. Cambridge: MIT Press. pp. 19-48.
- VanDijk, J. (2012). *The Network Society* (3rd ED). London: Sage.

Additional Reading:

- Baym, N. K. (2010). *Personal Connections in the Digital Age*. Chapter 3.
- Bogost, I. (2007). *Persuasive Games: The Expressive Power of Videogames*. MIT Press.
- Goldsmith, J., and Wu, T. (2006). *Who Controls the Internet? Illusions of Borderless World*. Oxford University Press US.
- Hassan, R., and Thomas, J. (2006). *The New Media Theory Reader*. Berkshire and New York: Open University Press.
- Jenkins, H. (2006). *Convergence Culture: Where Old and New Media Collide*. New York: NYU Press.
- Lister Dovey, Giddings, Grant and Kelly, "New media and new technologies" (2003).
- Miller, V. (2011). *Understanding Digital Culture*. Sage Publications.
- Rosen, J. "The People Formerly Known as the Audience" What video games have to teach us about language and literacy. New York: Palgrave Macmillan.

Ethico-legal Issues in Media

Course Code	MJMC22406							
Course Title	Ethico-legal Issues in Media							
Course Credits	Lecture		Tutorial		Practice		Total	
	4		0		0		4	
Contact hours	60		00		00		60	
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks	
	Attendance	CCA						
	5	15	0		80		100	
Course objective	This course aims to inspire ethical journalistic conduct and knowledge of the legal framework and ethical conduct guiding the practice of journalism across media platforms. The course makes the budding journalist conversant with popular critical issues along with the rich history of the development of Indian media and journalism. The course also makes the budding journalist conversant with the current national and international industry ecosphere.							
Pass marks	IA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	20	40%	0	0	80	40%	100	50%

*No practical examination will be conducted. The practice work will be evaluated as part of CCA.

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	10 x 2 = 20 marks
Part B	This section shall have four sub-sections covering all four units of the syllabus. One out of two questions from each sub-section is to be answered (700 words) for 15 marks each.	4 x 15 = 60 marks
Total Marks (A+B)		80 marks

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	ETHICS Concepts of Public Sphere and Public Interest Values: Human values and Indian ethos Regulatory framework: Press Council of India, NBA's News Broadcasting Standards Authority, IBF's BCCC, Central Board of Film Certification Press Council's Norms for Journalistic Conduct; NBA guidelines	15	0	0
II	INTELLECTUAL PROPERTY Intellectual Property Rights and its types, Creative Commons License Copyright [amendment] Act, 2012; Content regime: Proprietary, Open source, freeware, shareware, fair use	15	0	0
III	THE LAWS Contempt: Contempt of Court, 1971; Law of Parliamentary Privileges (Article 105 [3] and 194 [3]); Parliamentary Proceedings (Protection of Publication) Act, 1977 (Article 361-A) Rights: Right to Privacy, Right to be forgotten	15	0	0
IV	INDUSTRY REGULATION	15	0	0

	Press and Registration of Books Act, 1867; Cable TV Networks Regulation Act, 1995; Information Technology [amendment] Act, 2008 (portions relevant to media) Censorship: Official Secrets Act, 1923; Cinematograph Act, 1952; Young Persons (Harmful Publication) Act (1956); Law of Defamation (Section 499-502 of IPC); Law of Obscenity (Section 292-294 of IPC)			
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Essential Reading:

- Basu, D. (1982). *The Law of the Press in India*. New Delhi: Prentice-Hall
- Chatterji, P. C. (1987). *Broadcasting in India*. New Delhi: Sage
- Elliott, D. (Ed.) (1986). *Responsible Journalism*. Beverly Hills: Sage Publications.
- Iyer, V. (Ed.) (2000). *Mass Media Laws and Regulations in India* (2nd Ed). Indian Research Press
- Raghvan, V. (2007). *Communication Law in India*. Lexis Nexis Butterworths
- Thakurta, P. G. (2009). *Media Ethics*. Oxford University Press
- Kohli-Khandekar, V. (2013). *The Indian Media Business* (4th Ed). LA, London, New Delhi, Singapore, Washinton DC: Sage.

Additional Reading:

- Crawford, N. A. (1969). *The Ethics of Journalism*. Connecticut: Greenwood Press.
- Lichtenberg, J. M. (Ed.) (1990). *Democracy and Mass Media*. Cambridge Univ. Press.

Himachal Pradesh University, Shimla – 171005

Department of Journalism and Mass Communication

Course Work for

Doctor of Philosophy in Journalism and Mass Communication

w.e.f. Academic Session 2022-23

Approved in PG-BoS held on 17.11.2022

(Ajay Kumar)

(Ajai Srivastava)

(Vikas Dogra)

(Shashi Kant)

(Jyoti Kamal)

(Kanwaljit Singh)

)

Norms for Ph.D. in Journalism and Mass Communication

1. Ph.D. is a full time regular course of study pursued by regular attendance in classes and seminars. A candidate seeking admission to the Ph. D. course must have at least 55% marks (50% in case of SC/ST) in the subject concerned at Master's level.
2. Applicants for the Ph.D. programme who hold either UGC NET(JRF)/Rajiv Gandhi Fellowship/Maulana Azad Fellowship/Awardees of Teacher Fellowship/ along with students sponsored by ICCR or any other Department of Govt. of India shall be exempt from the written entrance test. Such candidates will have to appear for interview and discussion on the research proposal as specified at 4(iii) below.
3. For the remaining seats, applicants shall have to appear for an entrance process of 100 marks, comprising written entrance test (70 marks) and interview/discussion on research proposal (30 marks).
4. Entrance process shall be conducted as follows:
 - i. The written component of the entrance test shall carry 70 percent of the total 100 marks. The entrance will be of two-hour duration to be conducted in the form of Multiple Choice Questions; each question carrying one mark. The Entrance Test for Ph.D. shall have 50 percent as qualifying marks (45 percent in case of SC/ST candidates).
 - ii. The syllabus for entrance test shall be 50 percent research methodology and 50 percent shall be subject specific.
 - iii. The interview and discussion on the research proposal of the candidate with the Department Research Committee shall constitute 30 percent of the total 100 marks. The interview and discussion on the research proposal shall have 50 percent as qualifying marks (45 percent in case of SC/ST candidates).
 - iv. Candidates appearing in entrance process shall be awarded additional weightage as follows:

Sr. No.	Category	Weightage
1	UGC-NET qualified	20 Marks
2	SLET qualified	15 Marks
3.	M.Phil from HPU	10 Marks

5. Other rules and regulations of the Himachal Pradesh University for admission and completion of Ph.D. degree shall apply.

Ph.D. (Journalism and Mass Communication) Course-work

Note: Minimum number of the credit requirement for the Ph.D. programme will be 14 credits. The coursework shall be treated as a prerequisite for Ph.D. preparation. The course-work for Ph.D. in Journalism and Mass Communication shall comprise of three courses. The scheme of examination and the detailed syllabi for the three courses will be as follows:

List of Courses

Discipline Specific Core Courses

Course Code				Course name	Marks Distribution			
LE	SUB	SEM	NO.		IA	PR	ESE	TOT
Semester - I								
PHD	JMC	1	01	Communication Research Methods	20	0	80	100
PHD	JMC	1	02	Communication Thought and Research Trends	20	0	80	100
PHD	JMC	1	03	Research and Publication Ethics	10	0	40	50

ESE	End-semester Examination
IA	Internal Assessment
JMC	Journalism and Mass Communication
L	Lecture
LE	Level
M	Master of Arts
PR	Practical Exam
SEM	Semester
SUB	Subject
T	Tutorial
TOT	Total marks
YR	Year of introduction

Communication Research Methods

Course Code	PHDJMC101							
Course Title	Communication Research Methods							
Contact hours	60		30		0		90	
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks	
	Attendance	CCA						
	5	15	0	80	100			
Course objective	This course aims bring inculcate the thorough understanding of research methodologies, tools and processes to enable a budding researcher carry on research projects with confidence. The students will learn approaches to communication research, quantitative research concepts, qualitative research concepts, and report writing and presentation.							
Pass marks	IA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	20	40%	00	00	80	40%	100	50%

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	2 x 10 = 20 marks
Part B	This section shall have five sub-sections covering the five units of the syllabus. One out of two questions from each sub-section is to be answered (500 words) for 12 marks each.	12 x 5 = 60 marks
Total Marks (A+B)		80 marks

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	RESEARCH METHODS AND DESIGNS Research: meaning, types and objectives; Scientific research: need, process and challenges; Research problem: Defining and selecting a research problem; Research design: meaning, need and importance; Census and sample surveys; Comparison of quantitative and qualitative research approaches.	12	6	0
II	APPROACHES TO COMMUNICATION RESEARCH Message- or Artifact-Oriented Research: Archival/Documentary Research (library/documentary research, historical research, legal/policy research, secondary data analysis, meta-analysis); Textual Research (Critical/Cultural Approaches, Textual Analysis, Conversation/Interaction Analysis, Content Analysis). People- or Behaviour-Oriented Research: Survey Research (Data Collection and Interviews, Questionnaires, Polls and Ratings, Intensive Interviews, Focus Groups); Observational Research (Ethnography, Participant Observation, Unobtrusive Observation, Network Analysis, Verbal and Nonverbal Coding, Pre-experimental Designs, Experimental Designs, Laboratory and Non-laboratory Research).	12	6	0
III	QUANTITATIVE RESEACH CONCEPTS The Data: Meaning and types of data, issues of reliability and validity; methods of collecting primary and secondary data.	12	6	0

	The Sample: Population and sample, Sampling error, Sample size, Sample designs: Probability and Non-probability sampling designs; Problems of sampling in social research. Hypothesis: Development and structure; Methods of hypothesis formulation; Hypothesis Testing. Data classification and presentation of data: Frequency distribution and graphic representation; Experimentation: Experiments in the social sciences: Laboratory experiments and field experiments, Experiments and quasi-experiments; advantages and limitations of experimentation. Causality: The concept of cause, empirical corroboration of the causal relationship.			
IV	QUALITATIVE RESEARCH CONCEPTS Qualitative Techniques: Participant Observation, Observation vs. participant observation; Fields of application and recent developments in participant observation; Overt and covert observation: access and informants; What to observe; Recording observations; Analysis of empirical material; Observation in microsociology; Limitations. Qualitative Interview: Collecting data by asking questions; Quantitative and qualitative interviewing; Types of interview; Conducting interviews; Analysis of empirical material; Use of Documents: Reading social traces; Personal documents; Institutional documents.	12	6	0
V	REPORT WRITING AND PRESENTATION What is a scientific paper? How to: prepare the title; list the authors and addresses; prepare the abstract; write the introduction; write the materials and methods section; write the results; write the discussion; cite the references; state the acknowledgments Thesis: Thesis writing in English as a second language; Writing a research proposal; The overall shape of theses and dissertations; Writing the Introduction; Writing the background chapters; Writing the Methodology chapter; Writing the Results chapter; Writing Discussions and Conclusions; Writing the Abstract and Acknowledgements.	12	6	0

Essential Reading:

- Rubin, R.B., Rubin, A.M., Haridakis, P.M. and J.P., Linda (2010). *Communication research: Strategies and sources* (7th edn.), Boston: Wadsworth Cengage Learning.
- Wimmer, R.A. and Dominick, J.R. (2011). *Mass media research: An introduction* (9th edn.), Boston: Wadsworth Cengage Learning.
- Corbetta, P. [Bernard Patrick (*Trans.*)] (2003). *Social research: Theory, methods and techniques*, London, Thousand Oaks and New Delhi: Sage Publications.
- Kothari, C.R. (2004). *Research methodology: Methods and techniques*, New Delhi: New Age International (P) Limited, Publishers.
- Day, R.A. (1998). *How to write and publish a scientific paper*, Arizona: The Oryx Press.
- Paltridge, B. and Starfield, S. (2007). *Thesis and dissertation writing in a second language: A handbook for supervisors*, London and New York: Routledge.

Communication Thought and Research Trends

Course Code	PHDJMC102							
Course Title	Communication Thought and Research Trends							
Contact hours	60		30		00		90	
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks	
	Attendance	CCA						
	5	25	0	80	100			
Course objective	This course will apprise a student with the latest research thought and research trends in communication studies, thus enabling them to be up-to-date with their research own proposals in future. The course will introduce a student to theoretical background of communication research, along with the latest audience research methodologies, media output research, media exposure and response research and media response research.							
Pass marks	IA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	20	40%	00	00	80	40%	100	50%

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Ten short answer (50 words) questions covering the entire syllabus for two marks each. All questions are compulsory.	2 x 10 = 20 marks
Part B	This section shall have five sub-sections covering the five units of the syllabus. One out of two questions from each sub-section is to be answered (500 words) for 12 marks each.	12 x 5 = 60 marks
Total Marks (A+B)		80 marks

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	THEORETICAL BACKGROUND OF COMMUNICATION RESEARCH Humanities Research Traditions: Researching the Text (rhetoric, hermeneutics, phenomenology, semiotics); Disciplines in Humanistic Research: Art history, literary criticism, linguistics, film studies. Social Science Research Traditions: Positivism, interpretive social science, critical social science. Interdisciplinary developments in communication research: Post modernism, feminism, cognitivism, cultural studies approach.	12	6	0
II	AUDIENCE RESEARCH METHODOLOGIES Quantitative Audience Research: Surveys (<i>distinguished along</i> the purpose of the survey, the form of administration and the time span of the research), Experiments (<i>along with</i> type of experimental design), Quasi-experimental research Qualitative Audience Research: Focus group, observational research (completely unstructured field studies, completely structured observation, semi-structured study, unstructured laboratory study)	12	6	0
III	MEDIA OUTPUT RESEARCH Content Analysis: Describing trends in media portrayals, testing hypotheses about the policies or aims of media producers, comparing media content with the real world, assessing the representation of particular groups in society, and drawing inferences about media effects; Experimental Research on media output: Typography and makeup	12	6	0

	research, readability research, television narrative analysis, analysis of television formats, linguistic codes within children's programmes, coders' perception and audiences' perception; Limits to quantitative content analysis; Qualitative Content Analysis: Structuralist-semiotic analysis, discourse analysis, rhetorical analysis, narrative analysis and interpretative analysis.			
IV	MEDIA EXPOSURE AND RESPONSE RESEARCH Key audience measures and data capture techniques (questionnaires, diaries, electronic recording devices, experience sampling, observation and in-depth interviews); Print Media Research (readership research, and circulation research); Electronic Media Usage (ratings research, and audience measurement); Qualitative approaches to audiences. Media Response Research: Affective Response: industry-driven affective research (off-line and on-line measures); Academic research (viewers' reaction, and viewers as editors).	12	6	0
V	MEDIA RESPONSE RESEARCH Cognitive Response: Off-line measures of attention and comprehension (survey interview measures, attention measurement in an experimental framework, focus group measures), Online measures (observational research, laboratory research for behavioural measures, physiological measures, and information-processing tasks) Cognitive Impact: Agenda-setting research, cultivation of beliefs and opinions, factual learning from the media.	12	6	0

Essential Reading:

- Gunter, B. (2000). *Media research methods: Measuring audiences, reactions and impact*, London, Thousand Oaks, New Delhi: Sage.
- Jensen, K.B. (Eds.) (2002). *A handbook of media and communication research: Qualitative and quantitative methodologies*, London and New York: Routledge.
- Frey, L.R. and Cissna, K.N. (Eds.) (2009). *Routledge handbook of applied communication research*, London and New York: Routledge.
- Paxson, P. (2010). *Mass Communications and Media Studies: An Introduction*, London and New York: Continuum.
- Wimmer, R.D. and Dominick, J.R. (2011). *Mass media research: An introduction*, Boston: Wadsworth.

Research and Publication Ethics

Course Code	PHDJMC103							
Course Title	Research and Publication Ethics							
Contact hours	15		00		15		30	
Examination Scheme	Internal Assessment		Practical Examination		End-semester Examination		Total Marks	
	Attendance	CCA						
	5	5	00		40		50	
Course objective	This course aims to steer a student towards understanding the importance of ethics in best practices in research and research publications.							
Pass marks	IA		Practical		ESE		Total	
	Max	Pass	Max	Pass	Max	Pass	Max	Pass
	10	40%	00	00	40	40%	50	50%

Instructions for Paper Setters:

Maximum time: 3 hours.

Part A	Five short answer (50 words) questions covering first three units of the syllabus for two marks each. All questions are compulsory.	2 x 5 = 10 marks
Part B	Three sub-sections covering first three units of the syllabus. One out of two questions from each sub-section is to be answered (500 words) for 10 marks each.	10 x 3 = 30 marks
Total Marks (A+B)		40 marks

Course Contents:

Unit	Topic	Contact Hours		
		L	T	P
I	PHILOSOPHY AND ETHICS			
	Introduction to philosophy: definition, nature and scope, concept, branches Ethics: definition, moral philosophy, nature of moral judgements and reactions	3	0	0
II	SCIENTIFIC CONDUCT			
	Ethics with respect to science and research Intellectual honesty and research integrity Scientific misconducts: Falsification, Fabrication, and Plagiarism (FFP) Redundant publications: duplicate and overlapping publications, salami slicing Selective reporting and misrepresentation of data	5	0	0
III	PUBLICATION ETHICS			
	Publication ethics: definition, introduction and importance Best practices/standards setting initiatives and guidelines: COPE, WAME, etc. Conflicts of interest Publication misconduct: definition, concept, problems that lead to unethical behaviour and vice versa, types Violation of publication ethics, authorship and contributor-ship Identification of publication misconduct, complaints and appeals Predatory publishers and journals	7	0	0
IV	OPEN ACCESS PUBLISHING (<i>Practice only</i>) Open access publications and initiatives	0	0	4

	SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies Software tool to identify predatory publications developed by SPPU Journal finder / journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer Journal Suggested, etc.			
V	PUBLICATION MISCONDUCT (<i>Practice only</i>) A. Group Discussions: Subject specific ethical issues, FFP, authorship Conflicts of interest Complaints and appeals: examples and fraud from India and abroad B. Software tools: Use of plagiarism software like Turnitin, Urkund and other open source software tools	0	0	4
VI	DATABASES AND RESEARCH METRICS (<i>Practice only</i>) A. Databases: Indexing databases Citation databases: Web of Science, Scopus, etc. B. Research Metrics: Impact Factor of journal as per Journal Citation Report, SNIP, SIR, IPP, Cite Score Metrics: h-index, g index, i10 index, altmetrics	0	0	7

Essential Reading:

- Bird, A. (2006). *Philosophy of Science*. Routledge.
- MacIntyre, Alasdair (1967). *A Short History of Ethics*. London
- P. Chaddah, (2018) *Ethics in Competitive Research: Do not get scooped; do not get plagiarized*. National Academy of Sciences, National Academy of Engineering and Institute of Medicine. (2009). *On Being a Scientist: A Guide to Responsible Conduct in Research: Third Edition*. National Academies Press.
- Resnik, D.B. (2011). What is ethics in research & why is it important. *National Institute of Environmental Health Sciences*, 1-10. Retrieved from <https://www.niehs.nih.gov/research/resources/bioethics/whatis/index.cfm>
- Beall, J. (2012). Predatory Publishers are corrupting open access. *Nature*, 489(7415), 179-179. <https://doi.org/10.1038/489179a>
- Indian National Science Academy (INSA), *Ethics in Science Education, Research and Governance* (2019). https://www.insaindia.rcs.in/pdf/Ethics_Book.pdf



HAND BOOK OF INFORMATION

(FOR ADMISSION THROUGH AN ENTRANCE TEST)

M.Sc. (Physics, Botany, Zoology, Chemistry, Maths, Geography, Environmental Sciences), MA (Social Work, English, Phy. Edu.), M.P.Ed, LLB, MA(JMC), M.Ed, MABE, M.A (Hindi, Translation, Sanskrit, Performing Arts, Economics, Sociology, Public Administration, Political Science, Psychology, History, Yoga Studies, Rural Development, Visual Arts (Painting), M.Com., MBA (Rural Development), MFA (Pahari Miniature Painting)

SESSION 2019-2020

**HIMACHAL PRADESH UNIVERSITY
SUMMER HILL, SHIMLA – 171 005**

(The duration of the (M.A.) and M.Com. courses will be two academic years spread over in four semesters.

15.5 The admission of a student migrating from the other University after completion of the undergraduate degree shall be treated as provisional and shall only be confirmed when he produces the migration certificate and certificate of good conduct from the Head of the Institution last attended by him.

Provided, however, that student disqualified by any other University shall not to be given admission during the period of disqualification.

The forms will be filled up online. The fee deposited will not be refunded under any circumstances

15.7 (ii) Non-Subsidised Seats:

Non-Subsidised Seats: 1) M.A. in Performing Arts, 2) Visual Arts, 3) M.A. in Rural Development, 4) Economics, 5) Yoga, 6) Economics, 7) M.Com., 8) Diploma in Yoga Studies

The eligibility for admission to the course for admission against the above seats will be the same as provided for other candidates. But the merit for the admission will be determined on the basis of marks obtained in the entrance examination. However the candidate will need to put a separate application form for these seats accompanied by the requisite fees and all other documents on prescribed form for these seats.

16 ROSTER FOR ADMISSION AND RESERVATION :

16.1 Separate roster for each category as mentioned will be maintained.

120 Point Reservation Roster for Admission to M.Sc. (Botany / Zoology / Chemistry / Maths /Physics/Geography) M.A. English, M.Ed., LL.B. in the H.P. University, Shimla, operative from July, 1992-93 session & MA(JMC), PG.DMC. from July, 2008-2009 Session. Diploma in GIS from July 2009 and M.A. in Business Economics from July 1996 and Master of Arts (M.A.) and M.Com (MBA (Rural Development), MFA (Pahari Miniature Painting), M.Sc (Environmental Sciences) w.e.f 2013

1 PwD	26SC	51	76	101 PwD
2	27ST	52SC	77	102
3	28	53ST	78SC	103
4	29	54	79SP	104
5	30	55	80ST	105
6	31	56	81CUL	106SC
7SC	32	57	82(PwD)	107ST
8	33SC	58	83	108
9	34	59SC	84	109
10	35	60SP	85SC	110
11	36	61CUL	86	111
12SC	37	62(PwD)	87	112
13ST	38CUL	63	88	113SC
14	39SC	64	89	114
15	40SP	65SC	90	115
16	41ST	66	91SC	116
17	42(PwD)	67ST	92	117SP
18SC	43	68	93ST	118CUL
19SP	44	69	94	119SC
20CUL	45	70	95	120ST
21 PwD	46SC	71	96	
22	47	72SC	97SC	
23	48	73	98CUL	
24	49	74	99SP	
25	50	75	100	
(PwD-5%)	(CUL-5%)	(SP-5%)	(SC-15%)	(ST-7.5%)
3 6	6	18	9	

16.2 120 Point Reservation Roster for Admission to M.A. in Social Work from 2003-2004.

1 PwD	26ST	51	76	101 PwD
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- 7 Dwivedi, V.P. 1976. *Indian Ivories*. Delhi.
- 8 Hegde, K.T.M. 1991. *An Introduction to Ancient Indian Metallurgy*. Bangalore
- 9 Hegde, K.T.M., R.V. Karanth & S.P. Sychanthavong. 1982. On the Composition and Technology of Harappan Microbeads. In G.L. Possehl (ed.) *Harappan Civilization. A Contemporary Perspective*, pp. 239-44. Delhi
- 10 Hodges, H. 1964. *Artifacts. An Introduction to Early Materials and Technology*. London
- 11 Jayaswal, V. & K. Krishna. 1986. *An Ethno-archaeological View of Indian Terracottas*. Delhi.
- 12 Kenoyer, J.M. 1984a. Shell Working Industries of the Indus Civilization: An Archaeological and Ethnographic Perspective. Ann Arbor
- 13 Kenoyer, J.M. 1984b. Shell Industries at Mohenjodaro, Pakistan, in M. Jansen and G. Urban (eds.) *Reports on Field Work at Mohenjodaro: Interim Reports*, Vol I, pp. 99-115. Aachen & Rome.
- 14 Kenoyer, J.M., M. Vidale & K.K. Bhan. 1991. Contemporary Stone Beadmaking in Khambhat, India: Patterns of Craft Specialization and Organization of Production as Reflected in the Archaeological Record. *World Archaeology* 23,1: 44-63.
- 15 Lorblanchet, M. (ed.) 1992. *Rock Art in the Old World*. Delhi.
- 16 Mackay, E.J.H. 1937. Bead making in Ancient Sind. *Journal of the American Oriental Society* 57: 1-15.
- 17 Mitterwallner, G.v. 1989. Yaksas of Ancient Mathura. In D. Srinivasan (ed.) *Mathura: The Cultural Heritage*, pp. 368-82. Delhi.
- 18 Neumayer, E. 1993. *Lines on Stone*. Delhi.
- 19 Pandey, S.K. 1993. *Indian Rock Art*. Delhi.
- 20 Possehl, G.L. 1981. Cambay Beadmaking. *Expedition* 23,4: 39-47.
- 21 Ray, N.R. 1975. *Maurya and Post-Maurya Art. A Study in Social and Formal Contrasts*. Delhi.
- 22 Singer, C. E.J. Holmyard & A.R. Hall (eds.) *A History of Technology*. 2 volumes. Oxford
- 23 Tripathi, V. & A.K. Srivastava. 1994. *The Indus Terracottas*. Delhi.
- 24 Whallon, R. & J.A. Brown (ed.) 1982. *Essays on Archaeological Typology*. Evanston
- 25 Williams, J. 1982. *The Art of Gupta India, Empire and Province*. Princeton
- 26 Williams, J. 1989. The Case of the Omitted Hundreds: Stylistic Development in Mathura Sculpture of the Kusana Period. In D. Srinivasan (ed.) *Mathura: The Cultural Heritage*, pp. 325-31. Delhi

Semester-III

DSE-ARC- 305 Cultural Heritage Management and Archaeology

Maximum Marks-100
External Examination-80
Internal Assessment-20
Max. Time- 3 hrs.

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

Unit I

Heritage: Definition
Need for preservation of heritage
Scope of cultural heritage management
Tourism and cultural heritage

Unit II

World heritage movement
Role of International Organizations, e.g UNESCO
World heritage Monuments of India
Public participation in preservation of cultural heritage

Unit III

History of Cultural heritage of India
Role of Government Bodies
Indian Legislation about Cultural Heritage
Role of Non-Government organizations and Universities and Enhancing public awareness: formal and non-formal education

Unit IV

Heritage Management: Policy and practice

Development issues and their impacts

Impact of natural factors, e.g natural calamities

Illegal trade of art objects and smuggling

Suggested Reading:

1. Sinha, Kanchan 1979. Karttikeya in Indian Art and Literature. Delhi: Sundeep Prakashan.
2. Shah, U.P. 1987. Jaina Rupmandana. New Delhi: Abhinav Publication.
3. Shastri, T. Ganpati. (Ed.) 1966. Samaranganasutradhara of Bhoja. Baroda: Oriental Institute.
4. Shaw, Marinda 2008. Buddhist Goddesses of India. New Delhi: Munshiram Manoharlal Pvt. Ltd.
5. Sivrammurti, C. 1961. Indian Sculpture. New Delhi: Allied Publishers Pvt. Ltd.
6. Sivaramamurty, C. 1963. South Indian Bronzes. New Delhi: Lalit Kala Academy.
7. Soundara Rajan, K. V. 1982. India's Religious Art. New Delhi: Cosmo Publication.
8. Sthapati V. Ganapati and Sthapati 2006. Indian Sculpture and Iconography. Ahmadabad: Mapin Publishing.
9. Lpadhvaya, Vasudev 1970. Prachin Bharatiya Murti Vijnana (Hindi). Varanasi: Chowkhamba Sanskrit Series.
10. Vyas, R. T. 1995. Studies in Jaina Art and Iconography and allied Subjects in Honour of U.P. Shah. Vadodara: Oriental Institute.
11. Yadava, Nirmala 1997. Ganesha in Indian Art and Literature. Jaipur: Publications Scheme.
12. Zimmer, Heinrich 2010. Myths and Symbols in Indian Art and Civilization. New Delhi: Motilal Banarassidas.
13. Binford, L.R. 1989. Debating Archaeology. New York Academic Press.
14. Binford, L.R. 1983. Working at Archaeology. New York Academic Press.
15. Cohen, M.R. and R. Nagel 1976. An Introduction to Logic and Scientific Method. Bombay Allied Publishers.
16. Gellner, P.. 1985. Relativism and Social Sciences. Cambridge Cambridge University Press.
17. Goode, W.J. and P.K. Hatt 1952. Methods in Social Research. Tokyo McCiraw Hill.
18. Gupta, Anil 2006. Empiricism and Experience. Oxford University Press.
19. Hodder, I. 1992. Theory and Practice in Archaeology. Pondon Routledge.
20. Hodder, I. 1995. Interpreting Archaeology Finding Meaning in the Past. New York Routledge.
21. Johnson, M. 1999. Archaeological Theory An Introduction. Maiden (Ma) Blackwell Publishers.
22. Joglekar, P.P. 2014. Research methodly for Archology Student Pune - Gayatri Sahmilya.
23. Jones, Andrew 2004. Archaeological Theory and Scientific Practice. Cambridge Cambridge Press.
24. Kelley, J.H. and M.P. Hanen 1990. Archaeology and the Methodology of Science. Albuquerque University of New Mexico Press.
25. Marezyk, Geoffrey, David DeMalleo and David Festinger 2005. Essentials of Research Design and Methodology. Hoboken. New Jersey John Wiley & Sons, Inc..
26. M.S. Ahluwalia. *History of Himachal Pradesh* (Intellectual Book Corner. New Delhi. 1988)
27. MS. Ahluwalia. *Social, Cultural and Economic History of Himachal Pradesh* (Indus Publishing Company. New Delhi. 1998)
28. K.K. Dasgupta. *A Tribal History of Ancient India: A Numismatic Approach* (Nababharat Publishers. Calcutta. 1974)
29. J. Hutchison and J. Ph. Vogel. *History of the Panjab Hill States*. 2 vols. (Lahore. 1933. Reprinted by Department of Languages and Culture. Himachal Pradesh. Simla. 1982)
30. B.B. Lal. "Paleoliths from Beas and Banganga Valleys". *Ancient India*, no. 12. 1956. pp. 58-92.
31. V.C. Ohri, ed.. Pre-history of Himachal Pradesh: Some Latest findings (State Museum. Simla. 1979)
32. B.R. Sharma and A.R. Sankhyan eds.. The People of India: Himachal Pradesh. Vol. XXIV (Manohar. New Delhi. 1996)
33. Laxman S. Thakur. The Architectural Heritage of Himachal Pradesh: Origin and Development of Temple Styles (Munshiram Manoharlal. New Delhi. 1996)
34. Laxman S. Thakur. Buddhism in the Western Himalaya: A Study of the Tabo Monastery (Oxford University Press. New Delhi. 2001)
35. John Allan. *Catalogue of the Coins of Ancient India* (Rpt., Munshiram Manoharlal. New Delhi. 1975)

36. B. Ch. Chhabra. *Antiquities of Chamha State*. Part II. ASI. (New Delhi. 1957)
37. Hermann Goetz. *The Early Wooden Temples of Chmha* (E.J. Brill. Leiden. 1955)
38. P.L. Gupta. *Numismatic History of Himachal Pradesh* (B.R. Publishing Corporation. Delhi. 1988)

ARC-AEC- 306 Ancient Indian Art and Iconography

Maximum Marks-100
 External Examination-80
 Internal Assessment-20
 Max. Time- 3 hrs.

Note: *There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks*

Unit I

Introduction to Iconography
 Significance of iconographic studies, sources
 Concept and symbolism of icon and image worship
 Origin and Antiquity of image worship in India
 Iconometry
 Text and image: Brief review of Ancient Indian Shilpa Texts and their role in development of iconography

Unit II

Hindu Iconography
 Emergence and development of Iconography of Vishnu: Sadharan murtis incarnations, other important representations of Vishnu. Regional traits of Vaishnava iconography
 Emergence and development of Iconography of Shiva: Anugraha murtis, Samhara murtis, Vishvesha murtis. Regional traits of Shaiva iconography
 Brahma, Ganesha, Surya, karttikeya
 Development of Iconography of Goddesses: Saplamatrikas, Durga, Lakshmi, Saraswati, Mahishsuramardini, Chamunda, Bhairavi. Regional traits of Shakta iconography
 Other Important divinities: Ashtadikpalas, Navagrahas

Unit III

Origin and development of Buddhist imagery
 Aniconic representation of the Buddha: Concept and meaning
 Origin of the Buddha image, various theories of the origin of Buddha image.
 Different iconographic forms
 Manushi and Dhyani Buddhas
 Bodhisattvas: Concept and symbolism, emergence and development of Bodhisattva images, Avalokiteshvara, Vajrapani, Maitreya, Manjushri
 Female Buddhist deities: Origin and development. Tara, Pradnyaparamita, Chunda, Bhrukuti, Marichi, Vasudhara, Mahamayuri, Hariti
 Important Buddhist Deities: Trilokyavijaya, Aparajita, Shambhara, Jambhala

Unit IV

Jaina Iconography
 Origin and development of Jain images Ayagapatta
 Jaina Tirthankaras: Forms of Tirthankara images Sarvatobhadra Chaturvinshati
 Jaina Yakshas and Yakshinis: Ambika, Chakreshvari, Padmavati, Saraswati, Kubera



शैक्षणिक भ्रमण



नवागन्तुक विद्यार्थी स्वागत समारोह

Disability Awareness

नमस्कार to all students, faculty, and followers of the Department of Education, Himachal Pradesh University Shimla !!!

We are happy to share an incredible activity done by the students of the B.Ed 4th semester on **26th May, 2023** under the guidance of our Senior Research Fellow Mr. Mukesh Kumar. In his latest initiative, these bright minds have presented captivating charts on the vital topic of "Inclusive Education and Disability" as part of their course on Inclusive Schools. The charts showcased by our talented students beautifully illustrate the significance of inclusive education in creating a society where every individual, regardless of their abilities or disabilities, has equal access to education and a nurturing learning environment.



Their creations delve into various aspects, shedding light on the challenges faced by students with disabilities, the importance of inclusive teaching practices, and the transformative impact of embracing diversity in classrooms.



We commend the dedication, hard work, and creativity displayed by our students (Palvee Thakur, Ankush, Susheela, Ranjeet, Divya, Nitin, Kamal & Pooja) in presenting these insightful charts. Their efforts truly reflect the Department's commitment to promoting inclusive education and empowering individuals with diverse needs.



Let us take a moment to appreciate the commendable efforts of our students and express our gratitude to Mr. Mukesh Kumar (SRF) for his invaluable guidance and mentorship. 🙌🙌

A Report on Classroom Activity Based on Inclusion

Department of Education, Himachal Pradesh University Shimla.

We are Excited to share the resounding success of the play "ऐ दोस्त मेरे अब तू भी आ" performed by our talented B.Ed 4th semester students on **30th May, 2023!** Under the guidance of Mr. Mukesh Kumar (SRF) as part of their "Inclusive School" course, this remarkable play truly captivated the audience.



The play delved into the depths of friendship and inclusivity, weaving a beautiful narrative that touched hearts and left a lasting impact. The students displayed exceptional acting skills, bringing the characters to life with their heartfelt performances.



We were honored to have Dr. Kanika Handa, Assistant Professor at the Department of Education, HPU, as our esteemed guest invitee. Her presence and insightful remarks added immense value to the event, encouraging our students to pursue excellence in their journey towards becoming remarkable educators. Also, the special presence of the Research Scholars of the Education Department has added more grace to this play.

We extend our heartfelt congratulations to the entire cast and crew (Ronik , Pallavi, kuldeep, Bhupender, Deepti, Shivani, Shagun, Parul, Surinder, Avaneesh, Jyoti and Shubham) for their dedication, hard work, and remarkable talent. This play exemplifies the potential of our students and the commitment of our faculty to fostering a culture of inclusivity.

Kudos to everyone involved in making this play a resounding success!

2.3 Number of students appeared in the University examination during the year

Year	Name of students	Date of appearing in exam	Roll number
2022-23	Abhishek Bharti	March,2023, M.Com Ist	3522001001
-do-	Anjel Gupta	March,2023, M.Com Ist	3522001002
-do-	Anisheka Jisthu	March,2023, M.Com Ist	3522001003
-do-	Ankanksha	March,2023 ,M.Com Ist	3522001004
-do-	Ankita	March,2023 ,M.Com Ist	3522001005
-do-	Anikita Kumari	March,2023 ,M.Com Ist	3522001006
-do-	Anmol Yamba	March,2023 ,M.Com Ist	3522001007
-do-	Archita Mehta	March,2023 ,M.Com Ist	3522001008
-do-	Chirag Sharma	March,2023 ,M.Com Ist	3522001009
-do-	Chirag Sharma	March,2023 ,M.Com Ist	3522001010
-do-	Deepika Sharma	March,2023 ,M.Com Ist	3522001011
-do-	Dheeraj Kumar	March,2023 ,M.Com Ist	3522001012
-do-	Diksha	March,2023 ,M.Com Ist	3522001013
-do-	Gagan Singh	March,2023 ,M.Com Ist	3522001014
-do-	Gaurav	March,2023 ,M.Com Ist	3522001015
-do-	Girish Kumar	March,2023 ,M.Com Ist	3522001016
-do-	Hritika Thakur	March,2023 ,M.Com Ist	3522001017
-do-	Hritika Kapoor	March,2023 ,M.Com Ist	3522001018
-do-	Jagriti	March,2023 ,M.Com Ist	3522001019
-do-	Karina Chauhan	March,2023 ,M.Com Ist	3522001020
-do-	Kartik Thakur	March,2023 ,M.Com Ist	3522001021
-do-	Kiran	March,2023 ,M.Com Ist	3522001022
-do-	Kussum Lata	March,2023 ,M.Com Ist	3522001023
-do-	Lalita	March,2023 ,M.Com Ist	3522001024


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-do-	Monika Devi	March,2023 ,M.Com Ist	3522001025
-do-	Mukund Madhav	March, 202, MCom Ist 3	3522001026
-do-	Nikita	March,2023, M.Com Ist	3522001027
-do-	Nitin Garg	March,2023 ,M.Com Ist	3522001028
-do-	Pallvi Bhardwaj	March,2023 ,M.Com Ist	3522001029
-do-	Piyush Gehlot	March,2023 ,M.Com Ist	3522001030
-do-	Prateek Negi	March,2023 ,M.Com Ist	3522001031
-do-	Praveen Shukla	March,2023, M.Com Ist	3522001032
-do-	Pritish Rathore	March,2023, M.Com Ist	3522001033
-do-	Reeta	March,2023, M.Com Ist	3522001034
-do-	Rishabh Sharma	March,2023, M.Com Ist	3522001035
-do-	Sakshi Chauhan	March,2023 ,M.Com Ist	3522001036
-do-	Shivam Thakur	March,2023 ,M.Com Ist	3522001037
-do-	Shivani	March,2023 ,M.Com Ist	3522001038
-do-	Shubham Malik	March,2023 ,M.Com Ist	3522001039
-do-	Simran More	March,2023 ,M.Com Ist	3522001040
-do-	Sourabh Kotess	March,2023 ,M.Com Ist	3522001041
-do-	Sourabh Sharma	March,2023 ,M.Com Ist	3522001042
-do-	Swetang Kaushal	March,2023 ,M.Com Ist	3522001043
-do-	Vanshika	March,2023 ,M.Com Ist	3522001044
-do-	Vijay Kumar	March, 2023 ,M.Com Ist	3522001045
-do-	Vishakha	March, 2023 ,M.Com Ist	3522001046
-do-	Adrash Dhiman	March, 2023,M.Com Illrd	210091220001
-do-	Alisha Sharma	March, 2023,M.Com Illrd	210091220002
-do-	Amit Kumar	March, 2023,M.Com Illrd	210091220003
-do-	Anchal Bhardwaj	March, 2023,M Com Illrd	210091220004


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-do-	Animesh Ghoudhary	March, 2023,M.Com IIIrd	210091220005
-do-	Anjali	March, 2023,M.Com IIIrd	210091220006
-do-	Ankita Thakur	March, 2023,M.Com IIIrd	210091220007
-do-	Aparna Kanwar	March, 2023,M.Com IIIrd	210091220008
-do-	Ayushi Negi	March, 2023,M.Com IIIrd	210091220009
-do-	Babita	March, 2023,M.Com IIIrd	210091220010
-do-	Barksha Sharma	March, 2023,M.Com IIIrd	210091220011
-do-	Chander Dev	March, 2023,M.Com IIIrd	210091220012
-do-	Himani	March, 2023,M.Com IIIrd	210091220014
-do-	Komal Sharma	March, 2023,M.Com IIIrd	210091220016
-do-	Kritika	March, 2023,M.Com IIIrd	210091220017
-do-	Manjeet Singh	March, 2023,M.Com IIIrd	210091220018
-do-	Manoj Sharma	March, 2023,M.Com IIIrd	210091220019
-do-	Monika Kanwar	March, 2023,M.Com IIIrd	210091220020
-do-	Mridula Sharma	March, 2023,M.Com IIIrd	210091220021
-do-	Mukesh Kumar	March, 2023,M.Com IIIrd	210091220022
-do-	Neetish	March, 2023,M.Com IIIrd	210091220023
-do-	Neha Chandel	March, 2023,M.Com IIIrd	210091220024
-do-	Nikhil Sandhu	March, 2023,M.Com IIIrd	210091220025
-do-	Pankaj Chauhan	March, 2023,M.Com IIIrd	210091220026
-do-	Piyush Kumar	March, 2023,M.Com IIIrd	210091220028
do-	Rahul Kumar	March, 2023,M.Com IIIrd	210091220029
do-	Rahul Sharma	March, 2023,M.Com IIIrd	210091220030
-do-	Renuka Devi	March, 2023,M.Com IIIrd	210091220031
-do-	Ritik Nargeta	March, 2023,M.Com IIIrd	210091220032
-do-	Ritika Yadav	March, 2023,M.Com IIIrd	210091220033


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-do-	Rohit	March, 2023,M.Com IIIrd	210091220034
-do-	Rohit Thakur	March, 2023,M.Com IIIrd	210091220035
-do-	Sakshi Thakur	March, 2023,M.Com IIIrd	210091220036
-do-	Seema	March, 2023,M.Com IIIrd	210091220037
-do-	Shivani Thakur	March, 2023,M.Com IIIrd	210091220039
-do-	Shweta Choudhary	March, 2023,M.Com IIIrd	210091220040
-do-	Srijan Gautam	March, 2023,M.Com IIIrd	210091220041
-do-	Swati Sharma	March, 2023,M.Com IIIrd	210091220044
-do-	Teena Lapta	March, 2023,M.Com IIIrd	210091220045
-do-	Uvani Sharma	March, 2023,M.Com IIIrd	210091220046
-do-	Vinay Sharma	March,2023,M.Com IIIrd	210091220047

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