

LOCF/CBCS/B.A. (Mass Communication)/KUK

Scheme of Examination of BA (Mass Communication) under CBCS/LOCF for Institute of Mass Communication & Media Technology (IMC&MT, KUK) w.e.f. Academic Session 2020-21 Semester-III

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Total Credits	Marks				Duration of Exam	
			L	T	P	Total			T	P	IA	Total		
BAMC-301	Radio Production (Theory)	CC-9	4	-	-	4	4	6	80	-	20	100	3 Hours	
BAMC-302	Radio Production (Practical)		-	-	2	4	2		-	40	10	50	3 Hours	
BAMC-303	Introduction to Advertising (Theory)	CC-10	4	-	-	4	4	6	80	-	20	100	3 Hours	
BAMC-304	Introduction to Advertising (Practical)		-	-	2	4	2		-	40	10	50	3 Hours	
BAMC-305	Development Communication	CC-11	5	1	-	6	6	6	120	-	30	150	3 Hours	
BAMC-306	New Media (Theory)	CC-12	4	-	-	4	4	6	80	-	20	100	3 Hours	
BAMC-307	New Media (Practical)		-	-	2	4	2		-	40	10	50	3 Hours	
BAMC-308	Soft Skills and Personality Development (Theory)	SEC-01	1	-	-	1	1	2	20	-	5	25	2 Hours	
BAMC-309	Soft Skills and Personality Development (Practical)		-	-	1	2	1		-	20	5	25	2 Hours	
Total Credits								26	Total Marks				650	

Semester-IV

Course Code	Course Title	Course Type	Contact Hours per Week				Credits	Total Credits	Marks				Duration of Exam	
			L	T	P	Total			T	P	IA	Total		
BAMC-401	TV Production (Theory)	CC-13	4	-	-	4	4	6	80	-	20	100	3 Hours	
BAMC-402	TV Production (Practical)		-	-	2	4	2		-	40	10	50	3 Hours	
BAMC-403	Introduction to Public Relations (Theory)	CC-14	4	-	-	4	4	6	80	-	20	100	3 Hours	
BAMC-404	Introduction to Public Relations (Practical)		-	-	2	4	2		-	40	10	50	3 Hours	
BAMC-405	Current Affairs	CC-15	5	1	-	6	6	6	120	-	30	150	3 Hours	
BAMC-406	Introduction to Communication Research	CC-16	5	1	-	6	6	6	120	-	30	150	3 Hours	
BAMC-407	Content Writing (Theory)	SEC-02	1	-	-	1	1	2	20	-	5	25	2 Hours	
BAMC-408	Content Writing (Practical)		-	-	1	2	1		-	20	5	25	2 Hours	
Total Credits								26	Total Marks				650	

BAMC- 301: Radio Production (Theory)

Time:3 Hrs.
Credits: 4

Total Marks: 100
Theory: 80
Internal Assessment: 20

Course Objectives:The course is designed to introduce students to radio journalism by teaching them the basic principles of writing for various formats of radio, to acquaint them with the process of radio production by making them familiarize with the working of radio studio and related equipment.

Course Learning Outcomes:
After completing the Course, the student will be able to:
BAMC- 301.1 write scripts for various radio programmes
BAMC- 301.2 produce radio news bulletin
BAMC- 301.3: able to work in a radio studio
BAMC- 301.4: undertake radio programme production in different formats

Note:- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

Unit I

Planning and Writing for Radio

Characteristics of Radio as a medium of Mass Communication
Basic principles of script writing for radio
Script writing for radio Talk, Discussion, Drama, Interview and Radio feature
Presentation of script-voice quality, modulation ,pronunciation
Radio news bulletin: News-gathering, Elements of a radio news story, writing radio news, elements of a radio news bulletin.

Unit II

Recording Process and Technical Aspects

Setup of Radio Studio , Types of Microphone, Console, Mixer
Sound System: Mono, Stereo and Surround Sound
Introduction to Radio Software

Unit III

Programme Production and Equipment

Radio production formats
Equipment for radio production
Stages of radio programme production
Personnel in the production process – Role and Responsibilities

Unit IV

Post Production

Editing principles
Creating sound effects
Editing of Various Radio Programmes

Suggested Readings

1. Masani Mehra, Broadcasting & People NBT, New Delhi 1985
2. Akas Bharti, Vol. I & II Publication, Division. New Delhi
3. Broadcasting in India - S. R. Joshi, ISRO, June 1997, Ahmadabad
4. Andrew Boyd: Broadcast Journalism
5. Mitchell Stephon Holt, Broadcast News - Radio Journalism, Rineheart Winston NY 1980
6. While T. Broadcast, News writing MacMillian NY, 1984
7. Wills Edgar and Holt, Writing TV and radio programmes R & W Publication 1967.
8. Rivers Wlliams and work Alison Writing for the Media.
9. Carl Warren, Radio News Writing and Editing
10. Report L. Hillard Radio Broadcasting

BAMC-301:Radio Production (Theory)

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC-301.1	3	3	3	3	3	2	3	3
BAMC-301.2	3	3	3	3	3	3	3	3
BAMC-301.3	3	3	3	3	3	3	3	3
BAMC-301.4	3	3	3	3	3	3	2	3
Average	3	3	3	3	3	2.75	2.75	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC-301.1	3	2	3	2	3
BAMC-301.2	3	3	3	3	3
BAMC-301.3	3	3	3	3	3
BAMC-301.4	3	3	3	3	3
Average	3	2.75	3	2.75	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC-301.1	3	3	3	3	3	2	3	3	3	2	3	2	3
BAMC-301.2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC-301.3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC-301.4	3	3	3	3	3	3	2	3	3	3	3	3	3
Average	3	3	3	3	3	2.75	2.75	3	3	2.75	3	2.75	3

BAMC- 302: Radio Production (Practical)

Time:3 Hrs.
Credits:2

Total Marks:50
Practical: 40
Internal Assessment:10

Course Objectives:The course is designed to help the students to write scripts for various radio formats, to enable them to produce radio programmes, to be able to work independently in a radio studio and use the related equipment.

Course Learning Outcomes:
After completing the Course, the student will be able to:
BAMC- 302.1 write scripts for various radio programmes
BAMC- 302.2 produce radio news bulletin
BAMC- 302.3: able to work in a radio studio
BAMC- 302.4: undertake radio programme production in different formats

Note: The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hard copy/soft copy to the teacher. External examiner will evaluate the work done by the student, will conduct the practical and viva-voce.

Practicals / Assignments

- Writing the script for radio talk and its recording
- Radio news - Reporting of events and recordings.
- Production of radio news reel
- Production of field based Radio features.
- Production of Studio based Radio programmes in different formats

BAMC-302: Radio Production (Practical)**CO-PO Mapping Matrix**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC-302.1	3	3	3	2	3	3	3	3
BAMC-302.2	3	3	3	3	3	3	3	3
BAMC-302.3	3	3	3	3	3	3	3	3
BAMC-302.4	3	3	3	3	3	3	2	3
Average	3	3	3	2.75	3	3	2.75	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC-302.1	3	2	2	2	3
BAMC-302.2	3	3	3	3	3
BAMC-302.3	3	3	3	3	3
BAMC-302.4	3	3	3	3	3
Average	3	2.75	2.75	2.75	3

CO-PO-PSO Mapping Matrix

CO	PO 1	PO2	PO3	PO4	PO5	PO6	PO 7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC-302.1	3	3	3	2	3	3	3	3	3	2	2	2	3
BAMC-302.2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC-302.3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC-302.4	3	3	3	3	3	3	3	2	3	3	3	3	3
Average	3	3	3	2.75	3	3	3	2.75	3	2.75	2.75	2.75	3

BAMC- 303:Introduction to Advertising(Theory)

Time:3 Hours
Credits:4

Total Marks-100
Theory-80
Internal Assessment-20

Course Objectives: The objective of this course is to provide students with a fundamental understanding of advertising and its place in business, branding, and society. It helps to learn the rudimentary techniques of advertising. The course is designed to inculcate the analytical abilities and research skills in advertising among the students and also understand the scope and techniques of Advertising and Marketing research, and the irutility.

Course Learning Outcomes:
After completing the Course, the student will be able to:
BAMC 303.1: nurture a deep sense and understanding about basic concepts of advertising
BAMC 303.2: understand the functioning of advertising agencies.
BAMC 303.3: be familiarized with the concept of campaign planning
BAMC 303.4: develop understanding about advertising and marketing research

Note:- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

Unit I

Conceptual Understanding of Advertising

Advertising: Meaning, Features, Functions and Types. Advertising approach: DAGMAR and AIDA Approach, Media of Advertising, Advertising aspects: Economic, Social and Cultural Aspects, Advertising Ethics. Development of advertising in India

Unit-II

Advertising Agency Management

Advertising agency: Role and Function, Types, Organization structure, Selection of ad agency, Agency commission, Client agency relationship. Important Advertising Agencies: growth and development

Unit-III

Advertising Campaign

Advertising Campaign: Process and Planning, Audience measurement: Audit Bureau of Circulation, Indian Readership Survey, Media Scheduling and Budget allocation

Unit-IV

Advertising and Marketing research

Introduction to Advertising research, Methods of Measuring Advertising Effectiveness, Copy Testing Television Rating Point, Gross Rating Points, Trends in advertising

Suggested Readings:

1. Philip R Cateora and John L Graham, International Marketing_Irwin McGraw Hill1999.
2. William F Arens and Courtland L Bovee, Contemporary Advertising-Irwin1994.
3. Philip Kotler and Eduardo L Roberto, Social marketing strategies for changing public behaviour- The freePress-1989.
4. Jib Fowles, Advertising and popular culture-Sage Publications 1996 Mary Cross, Advertising and Culture-Prentice Hall2001
5. Rajeev Batra, John G. Myers, David A. Aaker, Advertising Management,Pearson Education
6. Manendra Mohan- Advertising Management; Tata McGrawHill Promotion-Stanley
7. George E. Belch, Micheal A. Belch, KeyoorPurani: Advertising and Promotion;Tata McGraw Hill
8. Handbook of Journalism and Mass Communication by VirBala Aggarwal, V.S.Gupta
9. Mass Communication in India- Keval J.Kumar
10. AbhinayDarpan- Ashok NathSasthri(Bengali)
11. BharaterNrityakala- GayatriChattopadhyay
12. Jack Z Sissors and Jim Surmanek, Advertising Media Planning-crain books1976
13. James R Adams, Media Planning-Business books1977
14. Advanced M.P.-John R Rossister, Kluoer Academic publications1998
15. Advertising M.P. , Jack Z Sissors, McGraw Hill 6thEdition

BAMC-303: Introduction to Advertising(Theory)

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC-303.1	3	3	3	3	3	2	3	3
BAMC-303.2	3	3	3	3	3	3	3	3
BAMC-303.3	3	3	3	3	3	3	3	3
BAMC-303.4	3	3	3	3	3	3	2	3
Average	3	3	3	3	3	2.75	2.75	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC-303.1	3	2	3	2	3
BAMC-303.2	3	3	3	3	3
BAMC-303.3	3	3	3	3	3
BAMC-303.4	3	3	3	3	3
Average	3	2.75	3	2.75	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC-303.1	3	3	3	3	3	2	3	3	3	2	3	2	3
BAMC-303.2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC-303.3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC-303.4	3	3	3	3	3	3	2	3	3	3	3	3	3
Average	3	3	3	3	3	2.75	2.75	3	3	2.75	3	2.75	3

BAMC- 304:Introduction to Advertising (Practical)

Time: 3 Hrs.
Credits: 2

Total Marks: 50
Practical: 40
Internal Assessment: 10

Course Objectives: The objective of this course is to help the students to learn the rudimentary techniques of advertising, to be able to work in an advertising agency, to study ad campaigns and to practice research skills in advertising and also to understand the scope and techniques of Advertising and Marketing research, and their utility.

Course Learning Outcomes:
After completing the Course, the student will be able to:
BAMC 304.1: nurture practical understanding abouttechniques of advertising
BAMC 304.2: understand the functioning of advertising agencies
BAMC 304.3: be familiarized with the concept of campaign planning
BAMC 304.4: develop understanding about advertising and marketing research

Note: The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hard copy/soft copy to the teacher. External examiner will evaluate the work done by the student, will conduct the practical and viva-voce.

Practicals / Assignments

- Prepare an advertisement for five different products for Print Media.
- Preparing a radio jingle for FM channel.
- Prepare a Poster On Any Social Issue.
- One Case Study –Advertising Campaign

BAMC- 304:Introduction to Advertising(Practical)

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC-304.1	3	3	3	2	3	3	3	3
BAMC-304.2	3	3	3	3	3	3	3	3
BAMC-304.3	3	3	3	3	3	3	3	3
BAMC-304.4	3	3	3	3	3	3	2	3
Average	3	3	3	2.75	3	3	2.75	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC-304.1	3	2	2	2	3
BAMC-304.2	3	3	3	3	3
BAMC-304.3	3	3	3	3	3
BAMC-304.4	3	3	3	3	3
Average	3	2.75	2.75	2.75	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC-304.1	3	3	3	2	3	3	3	3	3	2	2	2	3
BAMC-304.2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC-304.3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC-304.4	3	3	3	3	3	3	3	2	3	3	3	3	3
Average	3	3	3	2.75	3	3	3	2.75	3	2.75	2.75	2.75	3

BAMC- 305:Development Communication

Time:3 Hrs.
Credits: 6

Total Marks: 150
Theory: 120
Internal Assessment: 30

Course Objectives: The course is designed to introduce the students to the basic concepts of development and inculcate a sharp understanding of development related challenges . The syllabus touches upon multiple dimensions of development and advancement including basic theories and current issues. It helps media students to develop a vast understanding of the role of media in development and vice versa for the betterment of the society.

Course Learning Outcomes:
After completing the Course, the student will be able to:
BAMC 305.1: understand the basic concept of development and its importance in society
BAMC 305.2: develop the understanding of correlations between development and media
BAMC 305.3: develop the understanding of real problems of the society and their solutions
BAMC 305.4: enhance understanding of the technical terms and jargon of various dimensions of development, human rights

Note:- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

UNIT -I

Definition, Meaning, and Process of Development
Concept of Development & Advancement: Historical perspectives and debates
Role of development in the well- being of the society

UNIT-II

Role of Government in Development: Evolution, Planning- process and implementation of development schemes. Role of NGOs
Approaches to Development: Human development, Education, Food, Employment, Health, Agriculture sectors etc.
Upliftment of weaker sections of the society :Women, SCs, STs, OBCs and Minority Communities
Indicators of development: Economic and Social factors, Human Rights .

UNIT-III

Role of communication in development
Current issues of development and role of media
Rural, Urban development and media coverage
Underprivileged people and media representation

UNIT-IV

Importance of water, sanitation and hygiene
Environmental awareness programmes
Current issues of environment protection
Slum development in India

Assignments

- Each student must select any village of his choice and study the development programmes.
- Writing at least five reports on development issues
- Preparing content analysis of five New paper about the coverage of development issues

Suggested Readings

1. Sachar Avomvikas, Dr. B.R. Gupta. Vishvavidyalaya Prakashan Varanasi
2. Mass Communication In India, Kewal J. Kumar. Jaico Publication.
3. Learner D, Passing Of Traditional Society
4. Vikas Patrakarita, Radhe Shyam Sharma

BAMC- 306:New Media (Theory)

Time:3 Hrs.
Credits: 4

Total Marks: 100
Theory: 80
Internal Assessment: 20

Course objectives: The objective of this course is to provide students with a fundamental understanding of New Media and its place in our daily life and society. It helps to learn the applications of new media and uses of various social media platforms. The course is designed to inculcate the analytical abilities among students to understand information which is available on internet. This course will also help to understand ethics and challenges related to new media.

Course Learning Outcomes:
After completing the Course, the student will be able to:
BAMC- 306.1: know about new media and its functions
BAMC- 306.2 learn the applications of new media
BAMC- 306.3: know about Social Media and its various platforms
BAMC- 306.4: ethics and challenges related to new media

Note:- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

Unit-I

Introduction to New Media

New Media: Definition, Concept and Scope

Characteristics of New Media, Functions of New Media, New Media Tools

Unit-II

Applications of New Media

New Media applications for Print Media, Radio, Television and Web

New Media: Cyber Space and Cyber Culture, Convergence, Digital Divide

Unit-III

Participatory Journalism

Social Media: Definition and Characteristics

Usage and impact of social media, Participatory journalism; portals;

Blogging, micro blogging, wikis, Chatboats, Podcasting, video casting

Unit- IV

New Media and Information Sources

Web as a Source of Information

New News Sources: Twitter, Facebook, Blogs, Youtube, Government Websites and NGO's etc.

Challenges of Mining Online Information

Cyber laws. Ethics of New Media, Information, Misinformation and Disinformation

Fake News and fact check applications

Suggested Readings:

- Online Journalism: A Basic Text, Tapas Ray, Cambridge University Press
- The New Media Handbook — Andrew Dewdney and Peter Ride
- The Cyberspace Handbook — Jason Whittaker
- Breaking News, Sunil Saxena, Tata McGraw-Hill
- Media and Power — James Curran Media, Technology
- New Media : A critical Introduction, Martin Lister, Jon Dovey, Seth Giddings, Ian Grant, Kieran Kelly, Routledge, Taylor & Francis Group, 2007
- Mapping New Media in India, Sunita Naryanan, Sage Publication, 2017

BAMC-306: New Media (Theory)**CO-PO Mapping Matrix**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC-306.1	3	3	3	2	3	3	3	3
BAMC-306.2	3	3	3	3	3	3	3	3
BAMC-306.3	3	3	3	3	3	3	3	3
BAMC-306.4	3	3	3	3	3	3	2	3
Average	3	3	3	2.75	3	3	2.75	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC-306.1	3	2	3	2	3
BAMC-306.2	3	3	3	3	3
BAMC-306.3	3	3	3	3	3
BAMC-306.4	3	3	3	3	3
Average	3	2.75	3	2.75	3

CO-PO-PSO Mapping Matrix

CO	PO 1	PO2	PO 3	PO4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC-306.1	3	3	3	2	3	3	3	3	3	2	3	2	3
BAMC-306.2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC-306.3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC-306.4	3	3	3	3	3	3	2	3	3	3	3	3	3
Average	3	3	3	2.75	3	3	2.75	3	3	2.75	3	2.75	3

BAMC- 307:New Media(Practical)

Time: 3 Hrs.
Credits: 2

Total Marks: 50
Practical: 40
Internal Assessment: 10

Course objectives: The objective of this course is to provide students with a fundamental understanding of New Media and its place in our daily life and society. It helps to learn the applications of new media and uses of various social media platforms. The course is designed to inculcate the analytical abilities among students to understand information which is available on internet. This course will also help to understand ethics and challenges related to new media.

Course Learning Outcomes:
After completing the Course, the student will be able to:
BAMC- 307.1: know about new media and its functions
BAMC- 307.2 learn the applications of new media
BAMC- 307.3: know about Social Media and its various platforms
BAMC- 307.4: ethics and challenges related to new media

Note: The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hard copy/soft copy to the teacher. External examiner will evaluate the work done by the student, will conduct the practical and viva-voce.

Practicals / Assignments

- Searching and downloading of information;
- Establishing e-mail address;
- Accessing, (receiving) sending and replying e-mail;
- Sending and forwarding e-mail to multiple recipients;
- Chatting over Internet;
- Networking with special interest groups
- Making blogs
- Using fact checking tools

BAMC-307: New Media (Practical)

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC-307.1	3	3	3	3	3	2	3	3
BAMC-307.2	3	3	3	3	3	3	3	3
BAMC-307.3	3	3	3	3	3	3	3	3
BAMC-307.4	3	3	3	3	3	3	2	3
Average	3	3	3	3	3	2.75	2.75	3

- CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC-307.1	3	2	3	2	3
BAMC-307.2	3	3	3	3	3
BAMC-307.3	3	3	3	3	3
BAMC-307.4	3	3	3	3	3
Average	3	2.75	3	2.75	3

- CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC-307.1	3	3	3	3	3	2	3	3	3	2	3	2	3
BAMC-307.2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC-307.3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC-307.4	3	3	3	3	3	3	2	3	3	3	3	3	3
Average	3	3	3	3	3	2.75	2.75	3	3	2.75	3	2.75	3

BAMC-308: Soft Skills and Personality Development (Theory)

Time:2 Hrs.
Credits: 1

Total Marks: 25
Theory:20
Internal Assessment:5

Course Objectives: This course is designed to help the students to groom their personality by learning effective communication and presentation skills. The course will help them to be good professionals as well as establish themselves as intelligent citizens of the society.

Course Learning Outcomes: After completing the course the student will be able to:

BAMC 308.1: learn soft presentation skills, etiquette and manners
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BAMC 308.2: re-engineer the personality, attitude and understand the influence of habits and body language

BAMC 308.3: use yoga and meditation to control stress, anger and time management

BAMC 308.4: hone the skills of resume, interview and group discussion for today's job market.
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Note:- The question paper will be divided into three units containing five questions. Students are required to attempt three questions in all. There will be two questions in unit I & II. The students are required to attempt one question each from unit I & II. Each question will carry 5 marks. Unit-III will have only one Compulsory question of 10 marks containing six short notes covering the entire syllabus and students are required to attempt any five.

Unit-I

- Soft Skills: soft and hard skills, decision making and leadership skills .
- Public Speaking and Presentation Skills: Types skills, content, audience analysis.
- Personality: Personality Development, Self-Disclosure, Self-Awareness, SWOT analysis.
- Habits, attitude and behavior
- Body Language: Posture and Gestures, Eye-Contact, Facial Expression Timing, space.

Unit-II

- Importance of Yoga and meditation for personal well being
- Time management: importance, time management strategies, time planning, tools and techniques
- Resume / CV Writing: Difference between resume/CV and bio-data, Types, Layout & draft, resume in digital age, Cover letter
- Interview: Types of interviews, preparing for interviews, facing interviews, reviewing during and after the interview.
- Group Discussions: Importance, planning, elements, group discussion skills.

Suggested Readings:

- Johnson, D.W. (1997). Reaching out – Interpersonal Effectiveness and Self Actualization. 6th ed. Boston: Allyn and Bacon.
- Sherfield, R. M.; Montgomery, R.J. and Moody, P, G. (2010). Developing Soft Skills. 4th ed. New Delhi: Pearson.
- Robbins, S. P. and Hunsaker, Phillip, L. (2009). Training in Interpersonal skills. Tips for managing people at work. 5th ed. New Delhi: PHI Learning.
- Schafer, W. (1998). Stress Management for Wellness. 4th edition. Australia: Thomson & Wadsworth.
- Robbins, S. P. and Hunsaker, Phillip, L. (2009). Training in Interpersonal skills. Tips for
- Frey, D and Carlock , C. (1989). Enhancing Self Esteem. 2nd edition. Indiana: Accelerated Development INC.
- Hurlock, E.B (2006). Personality Development, 28th Reprint. New Delhi: Tata McGraw Hill.
- Andrews, Sudhir. How to Succeed at Interviews. 21st (rep.) New Delhi.Tata McGraw-Hill 1988.
- Heller, Robert.Effective leadership. Essential Manager series. Dk Publishing, 2002
- Hindle, Tim. Reducing Stress. Essential Manager series. Dk Publishing, 2003
- Lucas, Stephen. Art of Public Speaking. New Delhi. Tata - Mc-Graw Hill. 2001
- Mile, D.J Power of positive thinking. Delhi. Rohan Book Company, (2004).
- Pravesh Kumar. All about Self- Motivation. New Delhi. Goodwill Publishing House. 2005.

BAMC-309: Soft Skills and Personality Development (Practical)

Time:2 Hrs.
Credits: 1

Total Marks: 25
Practical:20
Internal Assessment:5

Course Objectives: This course is designed the help the students to groom their personality by learning effective communication and presentation skills.The course will help them to be good professionals as well as establish themselves as intelligent citizens of the society.

Course Learning Outcomes: After completing the course the student will be able to:

BAMC 309.1: learn soft presentation skills, etiquette and manners
--

BAMC 309.2: re-engineer the personality, attitude and understand the influence of habits and body language

BAMC 309.3: use yoga and meditation to control stress, anger and time management

BAMC 309.4: hone the skills of resume, interview and group discussion for today's job market.
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Note:- The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hard copy/softcopy to the teacher. External Examiner will evaluate the work done by the student, will conduct the practical and viva-voce.

List of Practical Exercises

1.Resume writing

2.Self Introduction and Mock Interviews.
--

3.Group Discussions and Presentations.
--

4. Submit any two case study assignment that illustrates effective communication.

5.Classroom presentations on contemporary issues.

BAMC- 401: TV Production (Theory)

Time:3 Hrs.
Credits: 4

Total Marks: 100
Theory: 80
Internal Assessment: 20

Course Objectives:The course is designed to introduce students to television journalism by teaching them the basic principles of writing for various formats of television, to acquaint them with the process of TV production by making them familiarize with the working of TV studio and related equipment.

Course Learning Outcomes:
After completing the Course, the student will be able to:
BAMC- 401.1 understand television journalism and learn how to handle and use various television gadgets in a TV studio
BAMC- 401.2 write scripts for various television programmes
BAMC- 401.3 learn techniques and skills for presentation, anchoring for television programme
BAMC- 401.4 undertake television programme production in different formats and use different softwares for editing television programmes

Note:- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

Unit- I

Television Journalism; Characteristics of Television as a medium of Mass Communication. significance of TV journalism. Stages of TV programme production: Pre-production, Production, Post Production. Basic principles of script writing for TV. Scripts for various Television Formats

Unit-II

Setup of TV Studio, Types of television studios, Introduction to Video cameras: EFP, ENG, Steady Cameras, Crane Camera, Spiders Camera, Drone cameras. Green screen, Use of Teleprompter, multi-prompter. Television Lighting techniques, Fill, Main, and back lights Television production and shooting program crew. Camera Shots, Camera Movements, Camera Angle

Unit- III

Television newsroom, Newsroom structure, TV news bulletin: News-gathering, elements of a television news story, writing news, elements of a TV news bulletin. Television Debates, Interviews; Types of interviews. Story structures; inverted pyramid, diamond, hourglass, narrative. News anchor, presenters, reporter's roles, and responsibilities

Unit- IV

Editing; offline, online editing, linear editing, non-linear editing. Introduction to basic editing softwares.VFX, SFX . New trends in television journalism, TV Online and Online Demand TV channels on mobile phones, Alternative news media, Netflix, Apple TV etc.

Suggested Readings

1. Deborah Potter, Handbook of Independent Journalism (2006).
2. News Editing , William L. Rivers.
3. Television Production 16th Edition. Jim Owens ,2016, Asbury University, New York City.
4. Interactive Television Production, Mark Gawlinski, Focal Press, MA, 2003.
5. Broadcasting in India,P.C Chatterji,Sage Publication, London.
6. Anura Goonase Kera and Paul Lee T.V. Without Borders AMIC, Singapore, 1998.
7. A. Michel Noll., TV technology - Fundamentals and future prospects
8. Barrows Wood Gross, TV Production.
9. Tony Verla,Global, Television
10. Horale Newcomb Television - The Creal view Amed. Oxford, 1987.

BAMC- 401:TV Production (Theory)**CO-PO Mapping Matrix**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC-401.1	3	3	3	2	3	3	3	3
BAMC-401.2	3	3	3	3	3	3	3	3
BAMC-401.3	3	3	3	3	3	3	3	3
BAMC-401.4	3	3	3	3	3	3	2	3
Average	3	3	3	2.75	3	3	2.75	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC-401.1	3	2	3	2	3
BAMC-401.2	3	3	3	3	3
BAMC-401.3	3	3	3	3	3
BAMC-401.4	3	3	3	3	3
Average	3	2.75	3	2.75	3

CO-PO-PSO Mapping Matrix

CO	PO 1	PO2	PO 3	PO4	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
BAMC-401.1	3	3	3	2	3	3	3	3	3	2	3	2	3
BAMC-401.2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC-401.3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC-401.4	3	3	3	3	3	3	2	3	3	3	3	3	3
Average	3	3	3	2.75	3	3	2.75	3	3	2.75	3	2.75	3

BAMC- 402:TV Production (Practical)

Time:3 Hrs.
Credits:2

Total Marks:50
Practical: 40
Internal Assessment:10

Course Objectives:The course is designed to help the students to write scripts for various TV formats, to enable them to produce TV news bulletin, to be able to work independently in a TV studio and use the related equipment.

Course Learning Outcomes:
After completing the Course, the student will be able to:
BAMC- 402.1 write scripts for various TV programmes
BAMC- 402.2 learn techniques and skills for presentation, anchoring for television programme and produce TV news bulletin
BAMC- 402.3: able to work in a TV studio
BAMC- 402.4: undertake TV programme production in different formats using basic editing softwares

Note: The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hard copy/soft copy to the teacher. External examiner will evaluate the work done by the student, will conduct the practical and viva-voce.

Practicals / Assignments

- Writing the script for TV programmes
- Studio anchoring and Use of Teleprompter, Voice over
- TV news - Writing, presenting and recording of PTCs
- Reporting TV news stories for any five events of your city
- Production of TV news reel
- Production of Studio based TV programmes in different formats
- Copy editing and video editing of news .

BAMC- 402:TV Production (Practical)

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC- 402.1	3	3	3	3	3	2	3	3
BAMC- 402.2	3	3	3	3	3	3	3	3
BAMC- 402.3	3	3	3	3	3	3	3	3
BAMC- 402.4	3	3	3	3	3	3	2	3
Average	3	3	3	3	3	2.75	2.75	3

- CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC- 402.1	3	2	3	2	3
BAMC- 402.2	3	3	3	3	3
BAMC- 402.3	3	3	3	3	3
BAMC- 402.4	3	3	3	3	3
Average	3	2.75	3	2.75	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC- 402.1	3	3	3	3	3	2	3	3	3	2	3	2	3
BAMC- 402.2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC- 402.3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC- 402.4	3	3	3	3	3	3	2	3	3	3	3	3	3
Average	3	3	3	3	3	2.75	2.75	3	3	2.75	3	2.75	3

BAMC- 403:Introduction to Public Relations (Theory)

Time:3 Hrs.
Credits: 4

Total Marks: 100
Theory: 80
Internal Assessment:20

Course Objectives: The course is designed to introduce students to the concept of public relations, PR set up in various sectors, PR strategies and code of ethics for PR professionals. It also helps to understand new trends in public relations.

Course Learning Outcomes:
After completing the Course, the student will be able to:
BAMC- 403.1 acquire knowledge about the definitions and concepts of public relations, publicity, propaganda, advertising and e-PR
BAMC- 403.2 understand the basic tools of public relations
BAMC- 403.3 learnabout PR set up in various sectors and PR strategies for campaign planning
BAMC- 403.4 learn the ethics and laws of public relations

Note:- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

Unit-I

Public Relations- definition and concept,PR as a Communication function, History of PR, growth of PR in India. Differences between PR, Publicity, Propaganda,Advertising and public opinion and corporate communication. PR as a Management function. Image building, Concept of e-PR

Unit-II

Strategies of PR-planning-implementation-research-evaluation. PR practitioners and media relations, press conference, press releases and other tools of Public Relations-Newspaper and magazine, Radio, television and film , New media and social media, Alternate media and traditional media

Unit-III

Publics of PR- internal and external. PR in various sectors. PR in Central and State Government. PR in private sector. Corporate communication. Duties and responsibilities of PR professionals. PR Agencies, PR for-hospitals, NGOs, Defense, Police, Media Institutions Political parties.

Unit-IV

PR research techniques. PR and Crisis Management- Case Studies. PR Code of Ethics by professional bodies , Ethics of e-PR, Laws relating to public relations and corporate communications. Professional organizations of PR- PRSI, PRCI. Career in Public Relations

Suggested Readings

1. 'Managing Public Relations' By E.Grunig James and Hunt Todd. New York: Rinehart and Winston.
2. 'Public Relations Management' By JaishriJethwaney and N.N.Sarkar.NewDelhi: Sterling Publishers Private Limited.
3. 'Public Relations in India' BY J.M.Kaul.Kolkotta:NayaProkash.
4. 'PR as Communication Management' By CrableE.Richard.Edina,Min: Bellwether Press
5. 'Public Relations: The Profession and the Practice' By Baskin W.Otis, AronoffE.Croig and Lattimore Dan. Dunuque: Brown & Benchmark.
6. 'Vigyapanaurjansampark' By JaishriJethwaney,RaviShanker and NarendraNath Sarkar. New Delhi:Sagar Publications

BAMC- 403:Introduction to Public Relations (Theory)

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC-403.1	3	3	3	2	3	3	3	3
BAMC-403.2	3	3	3	3	3	3	3	3
BAMC-403.3	3	3	3	3	3	3	3	3
BAMC-403.4	3	3	3	3	3	3	2	3
Average	3	3	3	2.75	3	3	2.75	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC-403.1	3	2	3	2	3
BAMC-403.2	3	3	3	3	3
BAMC-403.3	3	3	3	3	3
BAMC-403.4	3	3	3	3	3
Average	3	2.75	3	2.75	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC-403.1	3	3	3	2	3	3	3	3	3	2	3	2	3
BAMC-403.2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC-403.3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC-403.4	3	3	3	3	3	3	2	3	3	3	3	3	3
Average	3	3	3	2.75	3	3	2.75	3	3	2.75	3	2.75	3

BAMC- 404:Introduction to Public Relations (Practical)

Time:3 Hrs.
Credits:2

Total Marks:50
Practical: 40
Internal Assessment:10

Course Objectives:The course is designed to introduce students to the help the students to use the tools of public relations so as to help them to work efficiently in PR sectors.

Course Learning Outcomes:
After completing the Course, the student will be able to:
BAMC- 404.1 learn to write press releases, design posters and pamphlets
BAMC- 404.2 prepare a newsletter
BAMC- 404.3 learn about use of social media for PR
BAMC- 404.4 learn the role of public relations in crisis communication

Note: The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hard copy/soft copy to the teacher. External examiner will evaluate the work done by the student, will conduct the practical and viva-voce.

Practicals / Assignments

- Writing at least 10 press releases of the functions and events of your institution which you have recently attended.
- Preparing at least 05 posters of the visions of the government of your state.
- Making at least 05 posters of the missions of the government of your state.
- Preparing at least five pamphlets of the visions of your institute.
- Making at least five pamphlets for the missions of your institute.
- Preparing at least 5 leaflets for attracting quality students in your institute.
- Planning a newsletter of your institute to build its image.
- Create a blog for your institution
- Examine 2 case studies to understand the role of PR in crisis management

BAMC- 404:Introduction to Public Relations (Practical)

CO-PO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
BAMC-404.1	3	3	3	2	3	3	3	3
BAMC-404.2	3	3	3	3	3	3	3	3
BAMC-404.3	3	3	3	3	3	3	3	3
BAMC-404.4	3	3	3	3	3	3	2	3
Average	3	3	3	2.75	3	3	2.75	3

CO-PSO Mapping Matrix

CO	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC-404.1	3	2	3	2	3
BAMC-404.2	3	3	3	3	3
BAMC-404.3	3	3	3	3	3
BAMC-404.4	3	3	3	3	3
Average	3	2.75	3	2.75	3

CO-PO-PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
BAMC-404.1	3	3	3	2	3	3	3	3	3	2	3	2	3
BAMC-404.2	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC-404.3	3	3	3	3	3	3	3	3	3	3	3	3	3
BAMC-404.4	3	3	3	3	3	3	2	3	3	3	3	3	3
Average	3	3	3	2.75	3	3	2.75	3	3	2.75	3	2.75	3

BAMC- 405: Current Affairs

Time:3 Hrs.
Credits: 6

Total Marks: 150
Theory: 120
Internal Assessment:30

Course objectives: The paper is designed to enhance the students' understanding about current national and international issues . It seeks to develop critical understanding of the matters affecting the countries and world as well and further helps to make their own opinion about the current issues. First unit will develop a clear understanding of the functioning of the system including right understanding of economic affairs terminology that will better help the students to understand the current affairs in the right perspective. Rest of the three units will touch upon various aspects of coverage of current national and international events. It helps students to inculcate the ability to analyze the current issues critically and develop their own logical opinion.

Course Learning Outcomes:
After completing the Course, the student will be able to:
405 .1: learn the functioning of the system of India
405 .2: learn the important issues affecting the society.
405 .3: learn the wide coverage of important issues in media
405 .4: learn the critical understanding of media coverage

Note:- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

Unit-I

An overview of structure of Governance in India

Structure of Governance in India: Centre Government, State Government, Panchyati Raj
Structure and powers of law making agencies: Parliament, State Legislative, State Council and Panchyat .

Key terminologies political affairs: Political---- Diplomacy, Political equations, Party cadre, Party high command, Anti incumbency, Social engineering etc.

Major Political happenings during the semester. Major happening related parliament, state legislative assemblies and Panchyati Raj during the semester.

Unit-II

An overview of civil administration and Judiciary

Structure of bureaucracy at centre level, Hierarchy of administrative officers in state capital, District and block level.

Structure of Judiciary: Supreme court, High court, District court

Powers of civil administration and Judiciary

Key terminologies of civil administration and Judiciary

Major stories related Judiciary and civil administration in media during semester

Unit-III

Media coverage and current issues

Major current international, national & regional happening related various fields during the semester. Major issues related Indian economy and important economic happenings in the world during semester. Key terminologies of Economic affairs : Central budget, GDP(Gross domestic product), Economic Crisis , Inflation, Infrastructure, Financial crisis , Bad bank . Share market, Dalal Street. Follow ups of stories during semester and special coverage of issues in print and electronic and online media. Popular interviews of various personalities in various media. Life sketch and contribution of people in news

Unit-IV

Issues related media organization and debate over media coverage

Issues related working of media organizations and their coverage.

Critical analysis of coverage of important issues in media.

Comparative analysis of coverage of print and electronic media on important happenings

Comparative analysis of debates on social media on major happenings

Discussion on the issue taken up by various television channel radio stations/news and other platforms

Assignments

- Practicing and making assignments of general knowledge, general awareness, current affairs and contemporary activities of local, regional, national and international level from the latest monthly competitive magazines of standard publications like Competiton
- Success Review, PratiyogitaDarpan(English), PratiyogitaDarpan(Hindi),etc.
- Reading editorials of standard newspapers of either English or Hindi and writing a summary of it for the proper understating of current general awareness.
- Analysing special articles published on the editorial or op-ed pages and then chalking out it striking points for better understanding of contemporary activities of the above mentioned levels and said issues.

Suggested Readings

1. 'Arihant Current Affairs'(Latest edition)'Basic General Knowledge' (Latest edition).By
1. V.V.K.Subburaj.Publication of Sura College Competetion.
2. Basic General Knowledge' (Latest edition).By V.V.K.Subburaj.Publication of Sura
3. College Competetion.
4. 'General Knowledge' (Latest edition): India & World. By
5. SaumyaRanjanBehera.Maxcurious Publications
6. 'General Knowledge' (Latest edition) ByManoharsPandey (Online publication).
7. 'Manorama'(Latest edition) .

BAMC- 406:Introduction to Communication Research

Time:3 Hrs.

Credits: 6

Total Marks: 150

Theory: 120

Internal Assessment:30

Course Objectives:The course is designed to impart knowledge about concept of research, ethics of research and significance of communication research. It helps the students to learn about research design and research methods. It also helps to develop understanding of basic statistical applications in research alongwith report writing.

Course Learning Outcomes:
After completing the Course, the student will be able to:
BAMC- 406.1 acquire knowledge basic concept of research and communication research
BAMC- 406.2 learn about the elements of research and research design.
BAMC- 406.3 learn the methods of communication research and basic statistical tests
BAMC- 406.4 learn research report writing and research ethics

Note:- The question paper will be divided into five Units containing nine questions. Students are required to attempt five questions in all. There will be two questions in each unit from I to IV and students are required to attempt one question from each unit. Unit V will have only one Compulsory question containing six short notes covering the entire syllabus and students are required to attempt any four. All questions will carry equal marks.

Unit-I

Definition and basic concept of research, need for research, role and importance of research. Elements of research. Social research, Communication Research and Media research and difference among these, areas and scope of communication research

Unit-II

Selection of Research topic, Review of literature. Research design, qualities of a good research design, Types of research design : experimental, exploratory and descriptive

Unit-III

Qualitative and quantitative approaches.Observation method, Case study, Census method , Sampling, Random Sample survey, Preparing questionnaire, Content analysis

Unit-IV

Sources of data, data coding and analysis.

Concept of statistics, Importance of statistics in research

Measures of central tendencies in communication and media research

Measures of dispersion in communication and media research, Research report writing. Ethics of communication research

Assignments

- Writing practice of generally researchable topics.
- Framing innovative topics of communication research including verbal and non-verbal, intrapersonal and interpersonal, group and mass, etc.
- Checking plagiarism of research papers
- Taking any communication research journal and study whether statistical tools have been used in its research articles and also finding out up to what extent.

Suggested Readings

1. 'An Introduction to Qualitative Research' By Uwe Flick.London:Sage Publications.
2. 'Communication Research: Issues and Methods,' By J.A Anderson New York: McGraw Hill 'Doing Media Research: An Introduction' By S. H. Priest. USA: Sage Publications
3. 'Foundations of Behavioural Research' By F.N.Kerlinger. Delhi:Surjeet Publications.
4. 'Mass Media Research: An Introduction' By Roger D.Wimmer& JosephR.Dominick .USA: Wadsworth Publishing Company.
5. 'Media Metrics: An Introduction to Quantitative Research in Mass Communication.' By Manoj Dayal .Delhi:Sage Publications.
6. 'Media Research Techniques' By Arthur AsaBerger.USA: Sage Publications
7. 'Media Shodh' By Manoj Dayal.Panchkula:HaryanaSahityaAkademi.
8. 'Research Methodologies- Methods and Techniques' By C.R Kothari Delhi: New Age International Publishers.
9. 'The Essential Guide to Doing Your Research Project' By Leary O. Zina,London: Sage Publications.

BAMC 407: Content Writing (Theory)

Time:2 Hrs.
Credits:1

Total Marks : 25
Theory Marks : 20
Internal Assessment : 5

Course Objectives: This course is designed to introduce the students to the basic concepts of Content Writing and to sensitize them to the various styles and techniques of writing and editing. It will also help the learners to explore their creativity and will help them in their job employability.

Course Learning Outcomes:
After completing the Course, the students will be able to:
BAMC- 407.1 understand the basic concepts of Content Writing
BAMC- 407.2 learn about various styles and techniques of writing and editing
BAMC- 407.3 explore their creative potential
BAMC- 407.4 enhance their employability

Note:- The question paper will be divided into three Units containing five questions. Students are required to attempt three questions in all. There will be two questions in Unit I & II. The students are required to attempt one question each from Unit I & II. Each question will carry 5 marks. Unit-III will have only one Compulsory question of 10 marks containing six short notes covering the entire syllabus and students are required to attempt any five.

Unit I:

Basics principles of content writing, content writing and its relevance, qualities of good writing
Process of content writing- getting the brief, idea, researching, structuring, formatting
Editing and Proof-Reading—following company style sheet, grammar, copy flow, restructuring, market research. Role and Functions of Content Writers

Unit-II

Tools of the trade: Social Media -Understanding the basics of social media, Understanding social media content writing, Understanding PR techniques using social media
Scope and Types of Content Writing, Print and Web Content Writing, Non-fiction (Essays, Reports), Advertising, Newspapers, Writing blogs, case studies, white papers, Writing for business to business (B2B), business to consumer (B2C), Visual content: Info-graphics, Images, Screenshots, Videos, Memes, GIFs, 30 degree videos, Plagiarism laws in Content Writing

Suggested Readings :

1. Feldar, Lynda. *Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound*. New Riders, CA, USA. ISBN-13: 978-0321794437, ISBN-10: 9780321794437.
2. James, Anthony. *Blog Writing : The Content Creation Blueprint*. Amazon digital services LLD
3. KDP print US, 2018.
4. Jones, Colleen. *Clout: The Art and Science of Influential Web Content*. New Riders, CA, USA. ISBN-13: 978-0321733016, ISBN-10: 0321733010.

8. Nielsen, Jakob and Budi, Raluca. *Mobile Usability*. New Riders, CA, USA. ISBN-
9. 13: 978-0321884480, ISBN-10: 0321884485.
10. Redish, Janice. *Letting Go Of The Words : Writing Web Content That Works*. Morgan
11. Kaufmann. ISBN: 0123859301.
12. Robinson Joseph. *Content Writing Step-by-step*. Amazon digital services LLC--KDP
print
13. US, 2020. ISBN: 9798603871929.
14. Williams, Andy. *How To Write Great Website Content in 2019*. Independently published.
ISBN

BAMC 408: Content Writing (Practical)

Time:2 Hrs.
Credits: 1

Total Marks: 25
Practical:20
Internal Assessment:5

Course Objectives: This course is designed to introduce the students to the basic concepts of Content Writing and to sensitize them to the various styles and techniques of writing and editing. It will also help the learners to explore their creativity and will help them in their job employability.

Course Learning Outcomes:
After completing the Course, the students will be able to:
BAMC- 408.1 understand the basic concepts of Content Writing
BAMC- 408.2 learn about various styles and techniques of writing and editing
BAMC- 408.3 explore their creative potential
BAMC- 408.4 enhance their employability

Note:- The students will do practical assignments assigned by the concerned teacher throughout the whole semester and will submit them in the form of hard copy/softcopy to the teacher. External Examiner will evaluate the work done by the student, will conduct the practical and viva voce.

List of Practical Exercises
1. Developing some selected text in any two styles
2. Editing and proof-reading two selected texts.
3. Creating two samples of any style from unit-II
4. Create a blog.
5. Internship of one week with a content writer/firm followed by a presentation of the experience .

